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Exhibitors Have Yellow Streak Says Rembusch

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

FIVE CENTS

VOL. 24 No. 1

New York, Monday, July 2, 1928

OBSERVATIONS

Rembusch Quits

After twenty years of ceaseless work for the cause of independent exhibitors, Frank Rembusch has decided to call it a day, and frankly announces that he is through.

In his announcement, our friend Frank says some very interesting things.

He says that the exhibitor won't spend a nickle on organization if the sheriff was at his back door.

He says that the independent exhibitor is difficult to organize.

But we feel that the blame is being put in the wrong place. No organization depends entirely upon the individuals who are to be organized.

By the very act of organization, it is admitted that the individuals to comprise the organization are in need of such steps. They seek leadership, and say so when they sign their pledges.

But to what avail is the pledge if among the leaders themselves there is neither harmony nor organization.

And Frank Rembusch is as much at fault in this respect as any other man we know.

He is swayed too often by prejudice, and like every other exhibitor leader, he too often puts his own needs in position of at least equal importance with those of the group for which he functions.

We will miss Frank Rembusch's fiery talk, but really, we believe that with his passing, and the passing of other exhibitor lieutenants, the independent army, forced to look for guidance and leadership to the more national leaders, will be better off.

A more unified stand on the part of all the independent exhibitors in the land will go farther in getting results than the large number of individual, sectional and rather diversified planks that are being pushed forward in all parts of this country.

LINET

Rembusch Gives up 20 Year Fight for Indies

1ST NATIONAL DENY BRITISH FRICTION

First National's Foreign Department at the home office denied Saturday that there was any dissatisfaction with the pictures they are producing in Great Britain, as previously reported.

The report from London stated that internal trouble in the First National-Pathe combine had led to abandonment of further producing plans in England, and that the first three British negatives were unsatisfactory. (Continued on page 2)

CORTELLAPHONE PLANS DEMONSTRATION SOON

Prof. Alfonso Cortella, the inventor of Cortellaphone Talking Pictures has been working on this device since 1913. Officers of the company are W. J. Heffernan, New England manufacturer and capitalist, Russell Parrish, capitalist and associate; Ed D. Turner, former exhibitor, head of distribution and (Continued on page 2)

Milder Active Again

Max Milder, Central Sales Manager for Warner Bros. with headquarters at the New York offices, leaves this week for an extended trip taking in all the key cities in his district.

U.A. STARTS OFFICIAL SELLING SEASON TODAY

United Artists will institute national selling of its nineteen new pictures, starting today.

Al Lichtman, Vice-President and General Manager of Distribution, has spent the past three days in outlining to district sales managers of his organization assembled at the home office in New York, policies which are to underlie sale of his new product.

In attendance at the sales meeting (Continued on page 2)

Langdon's Comedy Titled

Harry Langdon's recently completed comedy is to be called "Heart Trouble", it is announced by Richard A. Rowland, general and production manager of First National.

AUTHORS PROTECTED IN RUSSIA FOR 25 YEARS

A new authors' rights project has been approved by the Soviet Government, authors retain rights on works during their lives. The protection period will be 25 years. The ten years' period provided in the project for films, pantomimes and dances is maintained.

The protection period for these works will last 20 years. The author may give his rights up by (Continued on page 2)

Advises Support of Steffes Plan at Duluth July 10th

The Frank Rembusch organization of Independent Unaffiliated Exhibitors has abandoned its plan to call a meeting of West Baden, Ind., for July, and will attend instead, the Northwest Theatre Owners Convention on July 10-11-12 at the invitation of Al Steffes.

The exhibitors will board a boat at Duluth, Minnesota and proceed to Port Arthur, Canada, returning to Duluth on the evening of the 12th.

Rembusch states that he has a "personal interest" in the Northwest meeting, because it his purpose to be relieved of all further and future exhibitor organization work.

"I have been on the firing line for 20 years, and I am tired of spending my money and time uselessly. Producers hire the best men they (Continued on page 2)

Leo, M-G-M Star Makes

Personal Appearance

M-G-M's Leo the Lion will make a personal appearance in New York today prior to starting on his world tour.

There will be a reception at City Hall at 11 o'clock today and then a parade of circus cages and caltrops will start up Broadway to Times Square where Leo will talk to the press.

CONSORTIUM ABSORBS VOX GERMAN TALKIES

By SAM HARRIS
Today's Cinema

LONDON — Following exclusive announcement by Today's Cinema on the German Talking Film Syndicate, comes the announcement that an English consortium with close contact with the British Brunswick and Phonograph Company, has acquired all the shares of the Vox Company and associated companies in Frankfurt, Bremen, Vienna and Amsterdam.

British Brunswick control the Panatropa and are allied to the new British sound film company British Phonophone Ltd.

Kunsky Celebrates

The Kinsky Theatrical Interests in Detroit, Michigan will celebrate the 10th Anniversary of the founding of their chain, starting the week of July 21st.

Roxy Deplores Musicians' Federation Talkies Stand

The American Federation of Musicians and the Musicians' Mutual Benefit Association in St. Louis are losing no time in pressing their attacks on the talking picture vogue which threatens to greatly eliminate employment of musicians in theatres.

In St. Louis, the Association has been broadcasting appeals to the public against the 'unfair' theatres dispensing with union members and stressing the imperfection of the reproducing machinery and the avarice of theatre magnates who substitute mechanical music for orchestras to increase their profits.

St. Louis musicians have been paying 1% of their salary to their local union and will continue to do so even after the national tax of 2% goes into effect the first of September.

In New York, Joseph N. Weber, president of the Federation, while denying that a collision with theatre interests was imminent, states that the art of music will be debased by the mechanical devices.

"We are not opposed to talking pictures because it is a genuine scientific achievement, but the substitution of machines will constitute a serious menace to our cultural growth."

The Federation as its first step will conduct a nation-wide survey of the public reaction to the change.

S. L. Rothafel, an honorary member of the Federation, when informed of the attitude of the society regretted to learn of the action. The law of averages will apply to the musicians. This is a new sign of progress they should hitch it to their own uses."

DAILY REVIEW

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Published Daily Except Sunday

W. R. WILKERSON, Publisher and Editor

Abraham Bernstein, Managing Editor; Herman I. Schleier, Business Manager; B. F. Livingston, Circulation Manager.

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemphstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

Hank Linet, Managing Editor; Charles Donald Hank Linet, Managing Editor; Charles Donald (b) Bond Market. (c) Curb Market

1st National Deny

British Friction

(Continued from page 1)

isfactory.

"The Ware Case" one of the completed films, has received high praise in the British press. Other pictures completed are "Passion Island," "Somehow Good," "God's Clay," "Zero" and "Eileen of the Trees."

U.A. Starts Official

Selling Season Today

(Continued from page 1)

ing in New York were Cresson E. Smith, assistant general sales manager; Paul Burger, assistant to Mr. Lichtman; Paul Lazarus, sales promotion manager; Moxley Hill, manager of Contract department; and district sales managers David Bershon, L. J. Schlaifer, Harry Gold, William Rosenthal, C. C. Wallace and Arthur S. Kane. The branch managers present were Moe Streimer, C. E. Peppiatt and Jack Von Tilzer.

Authors Protected in

Russia for 25 Years

(Continued from page 1)

means of contracts with editors. This can also be done by the Soviet Union itself, or by the Government of the republic, on whose territory the work has been published for the first time. However, this expropriation cannot be made without a retribution.

Akeley Camera Increase

The Akeley Camera Corporation has increased its common shares issue from 1,450 to 14,500 shares.

Somes with Netoco

James R. Somes has joined the Netoco circuit and will act as Special Representative throughout New England. He will start immediately upon his new duties.

Capital Increase

The Lexington Avenue Theatre & Realty Corporation, of New York has increased its capital from \$1,000,000 to \$1,500,000.

SOUND FEATURETTES

Reviewed by Blanche F. Livingston

"THE SYNCOPATING SWEETIES"

Vitaphone—Warner Bros.

Featuring The Ingenues Jazz band number. Gets added interest because orchestra is composed entirely of women.

The numbers played are "Sunshine", "Let a Smile Be Your Umbrella", "I'll Think of You", "Spanish Dance", and "St. Louis Blues". The camera ranges from showing the band ensemble to close ups of various individual members playing on their own favorite instrument with vengeance. Some close-ups could have been omitted particularly where the girls didn't aesthetically fill the eye. However, the tempo is fine and the music not overcome in jazziness.

GEORGE BERNARD SHAW

Movietone—Fox

Featuring George Bernard Shaw A scoop for Fox and the Movietone. One the biggest draws the picture theatre has known.

G. B. S. is all there with his wit, his inimitable biting wit. Personally he is delightful and his magnetism radiates from the screen. Parts of his speech are hereby quoted: "Have you all come to see me, Ladies and Gentlemen? Well, I should never have expected this . . . I am quite a kindly person you know. But still I—it's not necessary for me always to look as genial as I am trying to look now . . . He (Mussolini) has a wonderful brow which comes down to here, but the difficulty is that he can't take it off . . . But I, I can put it on and I can take it off and do all sorts of things . . . Good night may not be the right thing to say. However, call it good afternoon, good day, and anyway, good bye and good luck."

Rembusch Gives up 20

Year Fight for Indies

(Continued from page 1)

can get and spend \$1,000,000 on organization while the independent exhibitor wouldn't spend a nickel on organization if the sheriff was at the door."

"The Independent exhibitor is difficult to organize . . . because of his diversity of mind and the yellow streak in his back whereby he is afraid of his shadow and he will believe any dirt that anybody tells him about his competitor or exhibitor officers."

Carrier Gets "U" Chain

Post As Southern Mgr.

James A. Carrier, formerly general manager of the Schine Chain Theatres of Gloversville, N. Y., who resigned several months ago, has been appointed managing director of Universal's \$1,000,000 Capitol Theatre in Atlanta, Georgia.

Carrier, who was appointed by Charles B. Paine has already taken over his new duties and will supervise three "U" neighborhood houses in the Atlanta section as well.

Farley with Wurtzel

Sol M. Wurtzel, general superintendent of the Fox studios on the coast, has announced the appointment of Michael Farley, as supervisor of western production, and his assistant.

NEW PICTURES

"HIT OF THE SHOW"

Reviewed by F. W. Stibick

FBO

Directed by Ralph Ince

Featuring Joe Brown,

Gertrude Olmstead, Gertrude

Astor, W. N. Bailey, Ole Ness,

Lee Shumway, LeRoy Mason,

Daphne Pollard and others.

Dandy program picture. Cast and

director score.

Audience Appeal: A picture for general consumption though its subject matter.

Story Value: The two big faults with this picture were that the tempo kept the same steady pace throughout and the picture got nowhere. The story was more of a character study than an expose of the theatre. "Twisty", a consumptive comedian out of work, gets a call but he loses out by helping Kathlyn Carson. (Kathlyn was about to be married but disappeared at the last minute when she finds her fiancé giving a wild farewell). At a party a producer sees "Twisty" and offers him work and "Twisty" persuades him to give Kathlyn a chance. Woody, the leading man plans to double cross her on the opening night. "Twisty" overhears a plot wherein and knocks Woody out, taking his place. He is the hit of the show, but dies when the curtain falls, having achieved his ambition.

Acting: Joe Brown gave a natural and sympathetic piece of acting. Gertrude Astor worked wonders with her slim material, and Gertrude Olmstead carried her role excellently.

Technical Treatment: Director Ince gave this old story a refreshing angle. Picture simply lacked highlights.

"VIOLETTE IMPERIALE"

Reviewed by Blanche F. Livingston
Albatross Production

Featuring Raquel Meller,

Mile. Blanchetti.

Placed in a beautiful setting and enhanced by Raquel Meller, this film still remains an indifferent French production.

Audience Appeal: The name and the star will draw those who have seen Raquel Meller in person. Otherwise a little too foreign for the average American.

Story Value: Clarity and interest in plot are decidedly submerged in lavish costumes and settings. Dates back to Seville in 1850. Senorita Meller is the little light-fingered flower girl befriended by a rich woman later known as the Empress Eugenie of France. Here the scene shifts to Paris with the little violet seller quite a figure in court circles and the favorite of the Paris Opera. Always faithful to her Empress, she is finally able to express her gratitude by saving the Empress' life, as well as the empire itself, to say nothing of a brother and beloved.

Acting: Again Raquel Meller proves herself worthy of the word "artist". Mile. Blanchetti is rather passive and rest of cast overwhelmed by the star.

Technical Treatment: Director, who doesn't get a credit line anywhere, can be easily omitted as he didn't help. Costumes and settings, authentic and unusually beautiful. Lighting and photography at times amateurish and at times, startlingly effective.

Calendar of Coming Events

July 2—M. F. Artists League of Amer. Exhibition at McAlpin Hotel, N. Y. C.

July 6—"Lights of N. Y." a Warner Vitaphone Premiere at Strand, N.Y.C.

July 6-7—Famous Players Canadian Corp. Annual at Banff, Alberta.

July 10-11-12—Allied States Ass'n Reorganization in Minnesota.

August 15 — Official opening of M. P. Club Bond Building in N. Y. C.

August 25 — Fox Athletic Club Employees Outing to Indian Point and West Point.

August 26-27—N. Y. State Motion Picture Projectionists Conference in Rochester, N. Y.

GUARANTY TRUST CO. TO FORECLOSE COONEY'S

CHICAGO—The Chicago Title & Trust Co. was appointed receiver by U. S. District Court, for the National Theatres Corporation, the Cooney Circuit, which operates a chain of de luxe theatres and which became involved in financial troubles recently.

The proceedings were brought by the Guaranty Trust Co. of N. Y., which was trustees for the bondholders who loaned the company \$2,500,000. The Guaranty Co. asks foreclosure of mortgage, but the suit will not affect the operation of the theatres.

Cortellaphone Plans

Demonstration Soon

(Continued from page 1)

sales.

Orders are coming fast is the company report and the Buck Jones Producing company has signed with Cortellaphone for the series of 4 Westerns. The company plans a public demonstration of Cortellaphone in New York some time this week.

CALL WAFILMS, Inc.

Walter A. Futter, Pres.

for

Library Stock Scenes

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Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

FOR SALE

MOTION PICTURE AND "STILL" cameras rented, sold and exchanged. Portable lights for sale and for rent. Keep us advised of your wants. Ruby Camera Company, 727 Seventh Ave., New York City.

LOCAL FILMS

MOTION PICTURES MADE TO ORDER. Commercial, Home or Industrial. We have excellent facilities and the best cameramen. Our price, 20c per foot. Ruby Film Company, 727 Seventh Avenue, New York City.

BUSINESS OPPORTUNITIES

WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

Beginning today, *EXHIBITORS DAILY REVIEW*, founded in 1917, and formerly known as the *EXHIBITORS TRADE REVIEW*, will pass to new ownership and will be owned and managed by the undersigned and a group of associates.

EXHIBITORS DAILY REVIEW has always been recognized as a fearless and representative publication in the motion picture industry—serving every branch of this industry with equal justice. It has been a daily newspaper—in every sense of the word and has rendered its readers and friends service even beyond the printed word on every occasion.

In acquiring this publication, its assets and its friends, we hope to perpetuate this service and foster this friendship for everything and everybody representative of progress in this industry.

EXHIBITORS DAILY REVIEW will continue to publish news when it is still news and honest, straight-forward criticism when it is merited—but at no time will it attempt to tell the exhibitor how to run his theatre or the producer how to make pictures.

The new management believes that the new regime will merit the attention and support that has always been accorded it in the past.

Mr. George C. Williams, former owner, retires from the paper with genuine regret and will continue to champion progress and fair play in his other interests.

W. R. WILKERSON

Publisher and Editor.

CORTELLAPHONE

*Perfect Synchronization
and
Perfect Tone Qualities*



WITHOUT ballyhoo or blare of trumpets we wish to announce that we have perfected a synchronizing device that will prove a boon to exhibitors throughout the world. Our method will speak for itself and we feel no need to crash cymbals or talk fast to prove our product. ¶ We have developed a combination device, using both the disc and film incision. The incision scoring is done by hairline on the film between the picture and sprocket holes, yet does not reduce the size of the picture. There is absolutely no mechanical or scratching noise with this method and the operation is so simple that it can be handled perfectly by any projectionist using any standard projection machine. ¶ Non-synchronous music may be played on CORTELLAPHONE discs. No adjustment is necessary and films not scored therefor may have suitable accompaniments by making a selection of any standard make records from Thematic Cue sheets. ¶ The volume of sound can be regulated to fill the Roxy Theatre or a small projection room. Just turn the dial. CORTELLA DISC method is interchangeable with other leading disc methods and is leased, not sold, to exhibitors. ¶ The equipment can be installed for less than \$500. The fact that the machine weighs less than 300 pounds and can be installed within three hours time, shows its advantage for road-showing. ¶ There are being established branch offices of CORTELLA SYNCHRONIC PICTURES CORPORATION in each film center. ¶ We are prepared to furnish two standard short subject presentations weekly at small rental charges which will prove box-office builders for any theatre. We have expended more than a million dollars in perfecting our product and we are equipped to install 2,000 CORTELLAPHONES between now and December 31st, 1928. We are in a position to synchronize pictures NOW, and in New York City, with all sound effects, such as airplanes, firing, street sounds, etc., to pictures already made.

A TIP FOR EXHIBITORS!

BUCK JONES chose CORTELLAPHONE for his 4 Westerns, because he wanted the best. No expense is being spared in putting the finest scores possible to his pictures.

THEY'LL GIVE NEW LIFE TO THE INDUSTRY

Cortella Synchronic Pictures Corporation

ED. D. TURNER, Distribution Manager

1776 Broadway - Suite 1111

New York, N. Y.

CIRCLE 1997

New York Exhibitors Talking Peace

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

VOL. 24 No. 2

New York, Tuesday, July 3, 1928

Reg. U. S. Pat. Off.

FIVE CENTS

OBSERVATIONS

MORE ABOUT TALKIES

The "talkies" have everybody in the business talking. All talking in different directions. Some say they will and others say they won't.

We say they will, but its going to take a lot of work, a lot of time and plenty of MONEY.

STANDARDIZE!

The independent exhibitors are sitting back watching and waiting. Under the present arrangement and line-up it is impossible for him to make a move.

If he installs Vitaphone he can't use Movietone and if he had either he would not be able to use the Phonophone subjects.

When will this apparatus become standardized? We dont know and you dont know. Mr. Exhibitor is sitting back waiting. In the meantime where is all the equipment going?

TWO WOWS!

Before leaving Hollywood, we sat in on two previews. "The Patriot" and "The Racket" both to be released by Paramount. Both WOWS. Two of the best pictures of their kind ever made.

"The Patriot" is going to make film history and will push Lubitsch right up to the top again. And keep your eye on Milestone; each one of his pictures is better than the preceding one. He did "The Racket".

ROD LA ROQUE

What's all this about Rod La Roque going into a spoken play in the Fall? Must be a bluff and one that will be called by a Mr. Producer with a nice fat contract. Rod is too valuable for the stage. (Mr. Belasco please note).

PRESENTATIONS

The stage show at the Paramount this week is very entertaining and unusual. Has a decided touch of novelty. The entire review is peopled with Chinese.

And take my tip, the show will not leave New York intact for Flo Ziegfeld will certainly grab, at least two of those little China girls. We are not for these elaborate presentations but put us down for this one.

GETTING TOGETHER

We are glad to see the Sapiro group and the T.O.C.C. getting together. This is as it should be. Fighting among themselves will get them no place.—WILKERSON

N. Y. THEATRE OWNERS CALL JOINT MEETING

T. O. C. C. and Sapiro Committees Meet at Park Central

Negotiations have been started between the Theatre Owners Chamber of Commerce and the Independent Motion Picture Exhibitors Association for getting together on some sort of friendly basis.

Committees have been appointed by both organizations and they will meet at the Park Central Hotel today at 2 o'clock to discuss matters. Sol Raives for the T.O.C.C. and Aaron Sapiro for the I.M.P.E.A. will sit in at the meeting, ex-officio.

The T.O.C.C. committee includes Charles Steiner, Sam Rintzler, Charles O'Reilly and Sol Raives.

The I.M.P.E.A. Committee chosen is William Brandt, Lawrence Bolognino, Benjamin Knobel and Herbert R. Ehenstein, Executive Secretary. (Continued on page 2)

DE FOREST-FOX PATENT INFRINGEMENTS TRIAL

Dr. Lee de Forest who returned from Europe Saturday on the Levathan was in consultation with his lawyers all day yesterday, preparatory to prosecuting his law-suits against the Fox-Case Corporation, in which he charges infringements of his talking film patents.

De Forest who has been actively (Continued on page 2)

Brooks New Operators President Local 285

TROY, N. Y.—Harry M. Brooks has been elected President of Local 285, of the Moving Picture Machine Operators Union affiliated with the I.A.T.S.E.

Other officers are Charles H. McCarthy, V. P., A. LeMay, financial secretary, and Trustees Daniel Corcoran, James W. Kelly and Arthur S. Edge.

Jawitz Pays Highest Price Recorded for Boxing Picture

One of the most unusual deals arranged for rights to a boxing contest film is the amount of money paid by the Gold-Hawk Pictures, Inc., to Tex Rickard for the privilege of filming the Tunney-Heeney encounter at the Yankee Stadium. The figure paid is the highest ever known for this type of film.

Gold-Hawk Pictures believe the contest pictures will be the greatest box-office attraction for theatres, with unlimited possibility of adver-

VITAPHONE TO TAKE PA. CENSOR RULING HIGHER

Vitaphone will appeal the decision of the Pennsylvania State Board of Censors to censor Vitaphone pictures according to Mr. Quigley. It will take the adverse ruling of Judge Martin in the Philadelphia Common Pleas Court, to the Superior Court, when it is expected that court will rule on the question in the Fall.

BOARD OF REGENTS TO RULE ON MINDLIN FILM

The State Motion Picture Censor Board yesterday explained why the "City Without Jews" film which was scheduled to open at the 5th Ave. Playhouse this week was banned.

The picture was not licensed because it incites to crime through racial prejudice and tends to corrupt morals.

Michael Mindlin, director of the Playhouse took the matter up with James W. Wingate, Director of the Censor Board yesterday at Albany to have the ban removed.

If Wingate fails to change the decision not to permit the picture to be shown, Mindlin will take the case to the State Board of Regents for further decision.

Biechele Reelected

At the election of officers held by the Motion Picture Theatre Owners of Kansas and Western Missouri, R. R. Biechele was reelected President, as was the entire present ticket.

Other officers include A. F. Baker, C. L. McVey, C. H. Burkey and Ben Levy, Vice Presidents, and Fred Meyn, treasurer.

Piracy Suit Filed

LOS ANGELES—A \$100,000 piracy suit against Columbia Pictures and Hobart Bosworth has been filed by the Thomas H. Ince estate, alleging a picture produced by the late Thomas Ince in 1919 was the basis for a film made by Columbia in 1917.

The Censor Board has withheld approval of the following Vitaphone films "The Movie Chatterbox" with Polly Moran; Gladys Brockwell in "Hollywood Bound;" John Miljan (Continued on page 3)

SCHROCK LEAVING T-S MAY TIEUP WITH M-G-M

By JOE BLAIR
West Coast Correspondent

Raymond L. Schrock, associate producer with John M. Stahl in the Tiffany-Stahl Company, for the past six months, has severed his connections with the T-S company. The 'break' was on a friendly basis according to Schrock.

Schrock is indefinite about his future connections but it is understood around the studios he will line up with Metro-Goldwyn-Mayer. He has written two stories for William Haines, and has sold M-G-M another original.

July Dividends Due

A semi-annual dividend of 3½% will be paid by Eastern Theatres, Ltd., on July 31.

A 1¼% quarterly dividend on First National Pictures, 2nd Preferred Class A is due July 1st.

A \$1.00 quarterly dividend on both the Fox Film Corp., "A" and "B" stocks is payable on July 16th.

The Miles Detroit Theatres will pay a 40c quarterly dividend on July 10th.

Saenger Theatres "A" and "B" will pay 50c quarterly dividends on July 2nd.

Hays off to Coast

Will H. Hays, President of the Motion Picture Producers and Distributors, left New York yesterday for the Coast on his semi-annual visit, which usually lasts about a month.

He will stop off a day at the Culver Military Academy to see Will Hays, Jr.

Closed Tomorrow

Owing to the Fourth of July being a legal holiday in New York State, there will be no issue of Exhibitor's Daily Review tomorrow.

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

NEWS OF THE DAY

Monte Blue is leaving town today for the Coast, to start his next big Vitaphone picture "Conquest". Monte ought to have a nice voice.

The South American Expedition sent down to photograph scenes of native and industrial life for Visurgraphic Pictures, Inc. of N. Y., and headed by Mary Warner, has returned after four months with 50,000 feet of film.

Ernest Maas and Fredericka Sagar scenarists, leave for Canada tonight to embark for a European trip. They will size up production abroad.

If M-G-M intended to tie up Broadway tighter than a drum, with the Leo the Lion parade and ballyhoo, they succeeded admirably yesterday. The crowds in front of Loew's State almost suffocated the poor lion.

Many film advertising and publicity men will attend the convention of the Advertising Clubs of the World meeting at the Book Cadillac in Detroit Sunday night, for a five-day session.

Paramount Famous-Lasky Corporation plans a new production entitled "Soubrette", to be directed by Dorothy Arzner, and star Wallace Beery, Richard Arlen and Nancy Carroll.

King Vidor and Eleanor Boardman arrived back from Europe on the DeGrasse yesterday. Antonia, their 7 mos. old baby accompanied them.

George K. Arthur, the smaller half of the Metro-Goldwyn-Mayer co-starring team of Dane and Arthur, arrived in New York yesterday from the coast, and sails for Europe tomorrow.

George Burke, well known on the Coast and especially in San Francisco, where he is associated with the First National exchange, is receiving congratulations these days on the arrival of a new son.

Morris Segal, formerly with the Paramount exchange as salesman in Seattle, has accepted a position with the Fox branch in the same city.

SOUND FEATURETTES

Reviewed by Blanche F. Livingston

Reviewed by Blanche F. Livingston

PROLOGUE from "PAGGLIACCI"
Movietone—Fox

Featuring Richard Bonelli
Familiar theme will have popular appeal. First-rate number to use in between low-brow stuff.

Richard Bonelli, attired in a clown's suit of shimmery satin, does very well with the rendition of this selection and it comes over perfectly. He is at ease before the camera and goes through the singing number with little gestuation.

"MISS INFORMATION"

Vitaphone—Warner Bros.

Featuring Lois Wilson,
Edward Everett Horton, Allan Sears.

A comedy playlet. Simple material almost to the point of being sappy. The lisp in the players' speech is still quite evident here.

The opening scene shows Horton in the office with his boss, Sears, who sends him to Rosedale as his last chance to make good. The next scene is where Horton meets Miss Wilson and inquires if she knows the whereabouts of an inventor because he explains he is here to buy his invention for a song. Miss Wilson after several speeches admonishing him for his unfair play, finally admits that she is the daughter of the dead inventor. Horton then gets on the 'phone and tells his boss he quits; makes some overtures to Miss Wilson and will probably manage the deal for her. This is made up entirely of dialogue. The stars' names are well known, and you can undoubtedly book this on the strength of that.

STRONG PRESS-BOOK BACKS UP "THE BARKER"

For its latest George Fitzmaurice special, "The Barker," starring Milton Sills and Dorothy Mackaill, First National's advertising and publicity department has issued a high-powered, dynamic press sheets. It runs to sixteen pages, tabloid size, and is crammed with stories, ads, exploitation suggestions and other items which should enable every exhibitor to put the picture across in good shape.

The picture itself is pronounced by Richard A. Rowland, general and production manager, by Ned E. Depinet, general sales manager, and by Al Rockett, Western production manager, to be one of the best ever produced by First National and one that will measure up to everything that the most enthusiastic exhibitor can claim for it.

DeForest—Fox Patent Infringements Trial

(Continued from page 1)

engaged in launching his Phonoflms abroad for the past year, filed suits against Fox-Case about two years ago, which are coming up for trial some time this month in the Federal Courts.

NEW PICTURES

"THE BIG KILLING"

Reviewed by Tolly Archbold

Paramount

Directed by F. Richard Jones

Featuring Wallace Beery,
Raymond Hatton, Mary Brian,
Lance Chandler, Anders Randolph, Paul McAllister.

Some excellent comedy and good drama which makes however a rather incoherent concoction.

Audience Appeal: Beery and Hatton are it, and should fare well in any theatre.

Story Value: Another pair of families in the vicinity of 'Kingdom Come' are constantly at feud with each other. The Juliet, or rather, the daughter in one family falls in love with the son in the other which refuels the smouldering flame between their fathers and brothers. In the meantime Powder-Horn Pete and Dead-Eye Dan do a shooting act at the county fair. The fun begins when the Hicks family make them an offer to help them in the feud with the Beagles. A great deal of shooting slapstick follows, part of which should have been eliminated. The finish is in genuine comedy form with the lovers married, the combatants shaking hands, and the professional 'gunmen' making their exit on an antique steed that runs away with them.

Acting: Beery and Hatton provide some real laughs, Mary Brian does well with a weak part, and Randolph and Chandler as the fathers are excellent.

Technical Treatment: Some splendid photography but a little tiring at times, and too abrupt changes from humor to pathos.

N. Y. Theatre Owners

Call Joint Meeting

(Continued from page 1)

In explaining the purpose of the meeting, Ebenstein stated yesterday:

"There has been a feeling on some matters between the members of the Chamber and some of the members of the Sapiro organization that exhibitors ought to hang together and something should be done to bring a more friendly spirit among all the theatre owners because in the long run their problems are similar."

\$34,000 Suit Against

Goldwyn Up Aug. 8

Suit of Frank D. Williams against Samuel Goldwyn Productions for \$34,000 assertedly due for a contract on the Potash and Perlmutter series made some years ago, was continued until August 8th, by Superior Court Judge Yankwich in Hollywood.

The work involved a process for filming events in various parts of the world, right in the studio. Williams is said to have received only \$10,000 of the contract price.

Gotham Complete 2

HOLLYWOOD—Sam Sax has completed two Gotham Productions, "The Man Higher Up" and "The River Woman." The first features F. X. Bushman and Gertrude Olmstead and Eddie Buzzell.

"The River Woman" co-stars Lionel Barrymore and Jacqueline Logan.

PICTURES OF THE WEEK

By Blanche F. Livingston

WINGS—Criterion. Paramount production. Forty-seventh week. Can't stop.

TRAIL OF '98—Astor. M-G-M production. Sixteenth week. Doing average business.

TEMPEST—Embassy. United Artists production. Seventh week. John Barrymore makes this a draw.

DAWN—Times Square. Herbert Wilcox production. Sixth week. Holding up well.

END OF ST. PETERSBURG—Hammersteins. Savkino production. Sixth week. Another foreign production making the grade.

FAZIL—Gaiety. Fox production. Fifth week. Proving very popular.

THE DRAG NET—Rialto. Paramount production. Third week. Good stuff and pleases.

THE LION AND THE MOUSE—Warner. Warner production. Third week. Lionel Barrymore's Vitaphone vehicle attracting the fans.

THE RED DANCE—Globe. Fox production. Second week. Making a triumphal entry.

UNCLE TOM'S CABIN—Rivoli. Universal production. Second week at popular prices.

THE COSSACKS—Capitol. M-G-M production. A hold over.

THE MICHIGAN KID—Roxy. Universal production. Adapted from Rex Beach's novel starring Conrad Nagel and Renee Adoree.

THE BIG KILLING—Paramount. Paramount production. Another Beery-Hatton comedy including Mary Brian.

WHEEL OF CHANCE—Strand. First National production. Written by Fannie Hurst, starring Richard Barthelmess.

SALLY OF THE SCANDALS—Hippodrome. F.B.O. production. Featuring Bessie Love.

THE LAST LAUGH, SHOULDER ARMS, AND POTEMKIN—Cameo

Three revivals.

KENNEDY-ROWLAND VISIT MAY CAUSE SHAKE-UP

Insistent coast reports indicate a general shake-up in the First National Studios shortly, when J. P. Kennedy and R. A. Rowland arrive there the end of this week. An entirely new method of production and costs are also scheduled to go into effect.

William Le Baron, FBO Vice-President at the Studios is also mentioned as the next production chief at Burbank, with Al Rockett, now in charge, working with Le Baron.

Several productions are reported to have been held up pending the arrival of the home-office executives and one picture "La Tosca," has been temporarily cancelled for this year's production.

Calendar of Coming Events

July 6—"Lights of N. Y." a Warner Vitaphone Premiere at Strand, N.Y.C.

July 6-7—Famous Players Canadian Corp. Annual at Banff, Alberta.

July 10-11-12—Allied States Ass'n Reorganization in Minnesota.

August 15—Official opening of M. P. Club Bond Building in N. Y. C.

August 25—Fox Athletic Club Employees Outing to Indian Point and West Point.

August 26-27—N. Y. State Motion Picture Projectionists Conference in Rochester, N. Y.

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'U' PICTURE TOPS B'WAY RECEIPTS AT ROXY RUN

First-run pictures had a fair week on Broadway, ending on Saturday. The Fox organization refused to issue any figures for its Broadway houses.

The Roxy topped all the rest with \$90,000, with "The Foreign Legion," Universal picture. The Paramount reported \$68,750 with the "Magnificent Flirt"; The Strand did about \$29,000 with "The Hawk's Nest."

"The Drag Net" at the Rialto took in \$20,950 and has been cleaning up for Paramount. The Warner with "The Lion and the Mouse" did \$13,435.25 and the Rivoli took in \$10,900 on "Uncle Tom's Cabin".

"Wings" at the Criterion is slowing down magnificently, doing \$12,200; "End of St. Petersburg" at the Hammerstein did \$8,200; "Trail of '98" at the Astor did \$7,388.25.

"The Station Master" at the Cameo for the 2nd week did \$5,200; "Tempest" at the Embassy did \$6,054; and "The Man Who Laughs" did \$7,723 at the Central.

Warners Buy Geo. Cohan Play for Vitaphone

Warner Bros. announced yesterday the purchase from George M. Cohan of the screen rights to "The Home Towners", which was produced on Broadway at George M. Cohan's Theatre there. Robert McWade, who played the leading role in the Broadway run, has been engaged for the same part in the picture.

"The Home Towners" will be one of Vitaphone's specials for the coming season and will be an all-talking picture.

DeMille Sued

LOS ANGELES — The Cecil B. DeMille Picture Corporation has been sued for \$44,626 in an alleged breach of contract, by Nils Olaf Crisander.

Crisander states he was employed as a director on "Fighting Love" but was dismissed before his contract expired.

Joy with FBO

HOLLYWOOD — William Le Baron announces that Leatrice Joy will play the feminine lead in "Singapore Mutiny," with Ralph Ince co-starring.

'LILAC TIME' IN CENTRAL AUGUST 3RD AT \$2.00

"Lilac Time," the First National special based on the famous play by Jane Cowl and Jane Murfin in which Colleen Moore is starred, will open an indefinite run at \$2.00 top prices at the Central Theatre, New York, August 3d with synchronized sound effects. The western premiere of "Lilac Time", with synchronization, is set for the Carthay Circle, Los Angeles, July 17th.

In both New York and Los Angeles, the initial showing of the picture will be backed by extensive advertising and exploitation campaigns.

Reissue Ray Films

HOLLYWOOD — The Thomas H. Ince Estate may re-issue some early Charles Ray films, such as "The Busher" and "The Egg-Crate Wallop." Present day stars played small parts in the Ray series, years ago.

Eastman-Kodak

ROCHESTER — Payment of the 1927 wage dividend of \$3,233,388 on July 2 to 17,042 employees by Eastman Kodak Co. was largest since the profit-sharing plan was adopted in 1912. Total so far distributed amounts to nearly \$24,000,000. In addition, the company is paying dividends on 179,384 shares of stock distributed to employees since 1919.

Cast Pathe Film

Hector Turnbull and E. H. Griffith have cast the "Captain Swagger" Pathe Production which will star Rod LaRoque.

It includes Sue Carol, Richard Tucker, Victor Potel and Ulrich Haupt.

Vitaphone to Take Pa.

Censor Ruling Higher

(Continued from page 1)
in "His Night Out;" "Stoll Flynn & Co. in a Musical Act;" "Charles Rogers in "The Movie Man;" and 2 acts with Daphne Pollard.

No excuse for banning the pictures was given to Warner Brothers Vitaphone Exchange, but is based on Warner's refusal to submit the speech of Vitaphone for censorship.

The company will continue to submit the product to the censors both film and records, to get their rulings.

Around Hollywood Studios

With JOE BLAIR

Paramount is working with the naval authorities in trying to secure the naval airport at Lakehurst, N. J. as locate for exteriors in the company's picture to be produced in the fall, "Dirigible".

Hans Kraly is now on work on the adaptation of Ernest Lubitsch's story, which he will also direct, called "Conquest". This is going to be a starring vehicle for John Barrymore to be released by United Artists.

Of course when Mary and Doug Fairbanks reached Hollywood, Mary was besieged with questions on how she felt about having bobbed hair. The ayes seemed to have it.

Al Christie's new series "Confessions of a Chorus Girl" for Paramount will have in them an assemblage of real honest-to-goodness chorus, such as Frances Lee, the leading lady, Lorraine Eddy, Natalie Joyce, Betty Lorraine, Winnie Law, Nancy Cornelius, Shirley Collins, Alice Averill, Nancy Dover and Marguerite Colova.

"Hard Rock" is the new title for First National's "The Wrecking Boss."

Helen Foster, young Hollywood free-lance, has just been selected for an important feminine role in "The Mating Call," the Caddo production starring Thomas Meighan. Paramount will release the film.

William J. Craft has directed Glenn Tryon ever since he came to the Universal City Lot, but Craft has been assigned to direct "The Cohens and Kellys in Atlantic City," so when Tryon's next picture rolls around, "It Can Be Done" it will be directed by Fred Newmeyer.

"The Docks of New York" will be Baclanova's fifth picture in which she played since with Paramount. This film happens to have two parts for women of equal importance. Betty Compson has the other.

Gwen Lee has been borrowed from M-G-M to play the sister of Alice White in First National's "Show Girl".

On the Fox lot, two short Movie-tone features are going into production — one "Mystery Mansions" will be directed by Harry Delf; and the other "Three O'clock in the Morning", to be in charge of William M. Conselman.

Esther Ralston is back in Hollywood, but can still continue her vacation, as her next picture "The Case of Lena Smith" to be directed by Josef Von Sternberg will not go into production until the latter part of July.

Kathryn McGuire, one of the most picturable girls in pictures, has been cast in support of Ted Wells in "The Border Wildcat."

Present plans for Firnatone accompaniment to "The Squall," First National's screen version of the Broadway stage hit.

Hedda Hopper, well-known free lance actress in Hollywood, has just been signed by Paramount to play a mother role in "Forgotten Faces."

Warner Bros. are gathering a knock-out cast for their Vitaphone special "Conquest". Besides Monte Blue, H. B. Warner, and Lois Wilson, Tully Marshall and Edmund Breese mae the latest additions, and they are both practiced in the art of speaking.

Work on Paramount "Moran of the Marines" has been held off by Director Frank Strayer until the arrival of Miss Ruth Elder from Paris. She will have the lead opposite Richard Dix.

Alice White is spending practically all her time fitting costumes for "Show Girl" in which she is to appear for First National Pictures.

With the addition of the name of Bert Roach, the cast of "The Last Warning" is complete, and Paul Leni is quite relieved that it is so. Roach makes the twelfth player.

Joan Crawford gets a chance to wear the vampiest gowns she has yet brought to the screen in "Four Walls" Joan doesn't like 'em much, "because," she says, "they're too short to walk in and too light to sit down in."

Jean Arlette, author of numerous farces of the French stage, has been signed by Al Christie of Paramount-Christie comedies, to write a group of stories for a series of two-reel comedies to be under the general title of "Confessions of a Chorus Girl."

Alexander Korda has been dubbed "Skipper" by the company making "The Night Watch," a First National picture. Most of the action is aboard a French cruiser.

Jack McDonald is the latest pick for the cast of "Show Boat". Universal chose him with an eye to the fact that he has been on the legit and this production will be synchronized.

Edward Small has returned from New York and will immediately go into conference with Asher and Rogers and Sax on the production of Judge Ben Lindsey's book "Companionate Marriage".

Harold Lloyd is quietly going about with a thorough investigation of these here "talkies". If he finds them suitable for his type of comedy, his next picture will undoubtedly be heard as well as seen.

Lew Cody recently celebrated an in-between picture period by taking a youngster to a Catalina Island vacation. The boy is the chap who recently walked from Kansas to Hollywood because he thought Lew Cody would get him a job in pictures.

Robert Ellis, a character actor, will have the "reavy" role in the college picture which will be the first vehicle for Charles Rogers as a Paramount star. Frank Tuttle is directing, and Mary Brian has the feminine lead.

Camera work has been completed on the sixth and concluding picture in the Charley Bowers Comedy series of novelty fun films.

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DAILY REVIEW

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Reg. U. S. Pat. Off.

FIVE CENTS

VOL. 24 No. 3

New York, Thursday, July 5, 1928

OBSERVATIONS

Writers

With the advent of talking pictures, it is inevitable that the writer, most persecuted and least exploited of any connected with the production of what are now only moving pictures, shall come into his own. For years well known authors have been paid huge sums for books and plays, and specially written screen stories, which by the time they reached the screen, were unrecognizable to their originators. These men have paced the studio floors and pled that their ideas for which they were paid, should not be mangled and sacrificed on the altar of ACTION.

Now, with the importance of the spoken word, the value of sound looms closer and closer; with the tear dependent perhaps on a voice, the laugh on a line instead of a "gag",—will not the author's name supplant that of the director's in deference to public demand? Will not then, the producer knowing the overwhelming importance of story and dialogue, consider the author's wares of more value than the director's?

To the stage-going public the authors name has always been of vital import and pulling power, whereas the director of a play received mere program notice. Talking pictures will undoubtedly bring about its greatest change in the reversal of the present position of writer and director.

Von Stroheim

For a while it seemed the producers were going to relegate Eric Von Stroheim to a high and lofty shelf in order that he might be permitted to ponder on things in general and cool off a bit. "Von" went from door to door pleading his cause but with few listeners. Aside from being one of the greatest directors in our industry, he is perhaps, the most expensive. His production costs have been enormous, any kind of a shooting schedule meant nothing to him, a sequence that another director would take an hour to do, "Von" would take days. With it all, his pictures have made money, with the possible exception of "Greed".

The fact he succeeded in interesting Gloria Swanson in a story and later in the direction of it and that Miss Swanson made known her wants to Joseph Kennedy and that Mr. Kennedy arranged with P. A. Powers, who has Stroheim under contract, for the loan of his services, should have a very significant meaning

(Continued on page 2)

N. Y. EXHIBITORS DECIDE TO HALT FILM BUYING

CLEVELAND MERGER STOPS OVERSEATING

CLEVELAND—An attempt will be made to relieve overseating in the Cleveland territory, through a plan to operate some houses of large chains on alternate nights.

The Plaza and Five Point Theatres instead of being in direct competition with each other, as heretofore, have been merged into a new United Theatre Corporation.

Phil Glichman of the Ohio Amusement Co. and M. B. Horowitz of the Washington Circuit are the two factors in the move to eliminate harmful competition through the merger.

Five new theatres in a limited district from which to draw attendance has caused all of the theatres to suffer from a tremendous increase in seating capacity.

ROSSHEIM SEES RECORD BOX-OFFICE RECEIPTS

"Every Stanley house will be equipped to give some form of picture with synchronized accompaniment and Vitaphone, Photophone and similar mediums are giving marvelous results," was the statement of Irving D. Rossheim, Tuesday.

"I am of the opinion that the silent pictures will not be supplanted but will continue to find a place for itself" said the First National president.

"Beginning with the Fall season, due to the comprehensive synchronized programs being offered by producers, there will result a record-breaking attendance in every theatre and the Stanley houses will be prepared to keep in line with the newest creations. I predict the greatest period in motion pictures due to the stimulation of synchronized cinema presentation.

Selznick in N. Y.

Lewis J. Selznick is in New York from the coast. His visit is more or less of a mystery as he outlined for a representative of this publication. He expects to return to California within a week or ten days.

MINDLIN MAY APPEAL FILM BAN TO SMITH

The "City Without Jews" which was rejected by the N. Y. State Board of Censors, was rejected a second time by James W. Wingate, Director of the Board, for the second time, according to unofficial report.

Although the film is scheduled to be viewed by the State Board of Regents, if Michael Mindlin of the 5th Avenue Playhouse so desires, his organization may not wait for this action but may appeal directly to Governor Smith to lift the ban on the film.

Laemmle Leaves N. Y.

Carl Laemmle, President of Universal Pictures Corporation left New York for Universal City on Tuesday. He was accompanied by his secretary, and Mr. & Mrs. Flekles.

Laemmle will stay on the coast for several months.

BIG WARNER SUIT FOR \$500,000 PLAGIARISM

The \$500,000 plagiarism suit which Mindreyer Productions of which Michael Mindlin is president, brought against Warner Bros. came up before Judge Coleman in the Equity Court Tuesday. The Mindreyer claim was that the Warner Bros. film, "Silken Shackles", released in 1926, was based on their play, "Odd Man Out", which ran at the Booth Theatre in 1925.

The case has been postponed until September to give Mindreyer Productions time to take deposition in California.

Berkowitz Here

J. Samuel Berkowitz, Special Western Representative for Gotham Productions has arrived in New York for a week, and will confer with Budd Rogers, V.P., on the sales policy for 1928-29.

Burkan Sailed

Nathan Burkan, eminent picture and theatrical attorney sailed for Europe on the Leviathan yesterday. He will take a long vacation on the Continent and be gone for two months.

T.O.C.C. and I.M.P.E.A. Combine to Force New Basis in Film Purchasing

Representatives of the two leading independent motion picture theatre owner groups of New York City, the T.O.C.C. and the I.M.P.E.A., met Tuesday at the Park Central to discuss the common problems affecting all of their members and independent exhibitors generally.

It was the unanimous opinion of the conference that all independent exhibitors be advised to postpone negotiations for the purchase of films and to await further recommendations from both associations.

The conference agreed that the new contract contains provisions that require further study, and that the unusually bad commercial conditions would warrant particularly close analysis of the terms of current negotiations.

There was absolute unanimity on all points under discussion and the final outcome was an instruction to the respective presidents, Mr. Aaron Sapiro of the Independent Motion Picture Exhibitors Association and Mr. Sol Raives of the Theatre Owners Chamber of Commerce that they send out a joint letter to all exhibitors recommending suspension

(Continued on page 4)

SHEFFIELD SUING COLUMBIA PICTURES

DENVER — J. T. Sheffield local exchangeman has filed for injunction in the Denver District Court against Columbia Pictures Corporation charging unfair competition through alleged infringement on his trade name.

Sheffield has been operating Columbia Exchanges in Western States since May 1926. Columbia Pictures Corp. entered the exchange business in 1928 in the Denver territory. His claim is that the picture company is deceiving the public as to the identity of the two businesses.

A similar case between the Columbia Film Service, film exchange in Pittsburgh and the Columbia Pictures Corporation, has been decided by the Equity Court of Western Pennsylvania in favor of the picture company.

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London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. I.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

NEWS OF THE DAY

Jack Cohn is taking his first vacation in three years. Going to Asbury Park to play golf.

Joe Brandt telling a story to six sitting around an Astor table. Story finished, nobody laughed but Jack Cohn.

Jeff Lazarus and Harold B. Franklin of West Coast Theatres played a large part in putting over the Southwest Olympic Finals at the Coliseum in L. A. Jeff put over the exploitation and Franklin helped organize the monster show.

"Sunrise" has been awarded a gold medal in Spain, by the picture magazine "Escenarios" for chief popularity among its readers. Even in Spain they know good pictures.

Art critics as well as the lay public is being drawn to the FBO Art Poster Exhibit at the East Room of the McAlpin. No advertising man should miss this treat.

The motion picture executive hosts begin trooping into town today from the five day holiday—all set for another holiday this week-end. Huhum!

Thanks Mike Simmons and Fred Beer for your good wishes! Come in any time and settle the problems of the industry.

The new Capitol Theatre in Ottawa, which will be opened by Paramount Famous-Lasky the end of this year, will have a special Royal Box, reserved for use by the Royal Family whenever they visit Canada.

OBSERVATIONS

(Continued from page 1)

to these parties in particular and the entire industry in general.

The combination of Von Stroheim, Kennedy and Swanson has powerful possibilities and all of them, will no doubt, be realized.

WILKERSON

SOUND FEATURETTES

Reviewed by Blanche F. Livingston

"THE FAMILY PICNIC"

Movietone—Fox

Featuring Raymond McKee,
Kathleen Kay

Directed by Harry Delf

Two-reel comedy. Dialogue instead of titles. Weak material but swell idea for developing.

This production is particularly significant because it is the very first of its kind. Its possibilities are enormous. This opens with Kathleen Kay as the wife humming as she prepares the equipment for a picnic. Her husband, Raymond McKee, is tuning up the car. The children, a boy, a girl and a baby complete the cast. Things start happening when the family remembers it has forgotten to take the lunch. The engine stalls. A storm comes up. The party is towed home. Action's good and speedy but brings forth too few laughs. Sound comes over better in the first-half, but at all times is understandable.

"FLORENCE MOORE"

Vitaphone—Warner Bros.

Featuring Florence Moore,

Ltd. Gitz Rice

A-1 number. Singing accompanied by piano. Chatter in between.

Florence Moore who is as good at comedy as she is at singing, puts over "And He Never Said That To Me" with many double meaning gestures. Then she fools around with the piano shawl, talks a bit to Gitz Rice and goes on with her next song "You'll Be Sorry That You Made Me Cry". She sings this chorus several times impersonating various types of people as she goes along. Her personality is strong. Every now and then that lisp that can't seem to be wholly eliminated from the Vitaphone synchronization, will come out.

Warner Bros. New Line Is Partially Announced

Warner Brothers are going the limit in preparing Vitaphone features for the use of exhibitors during the ensuing year.

A list of attractions, that is by no means complete, already includes this line-up. George M. Cohan's great stage success, "The Home Towners", Monte Blue, in "Conquest", with H. B. Warner and Lois Wilson, Dolores Costello, in "Noah's Ark", with George O'Brien, Al Jolson, in "The Singing Fool", Fannie Brice, in "My Man", "The Desert Song" with a great singing and acting cast, May McAvoy in "The Terror", an all-Vitaphone, "The Midnight Taxi", with Antonio Moreno and Helene Costello, May McAvoy and Conrad Nagel, in "Caught in the Fog" and "Beware of Bachelors", with Audrey Ferris and William Collier, Jr.

"Lights of New York", the first all-talking picture ever made, "Women They Talk About", and "State Street Sadie", are now ready for release.

NEW PICTURES

"THE MICHIGAN KID"

Reviewed by F. W. Stibick

Universal

Directed by Irwin Willat

Featuring Conrad Nagel,
Renee Adoree, Lloyd Whitlock,
Fred Esmelton, Adolph Milar.

A spectacular ending redeems an otherwise mediocre picture. Good material for the neighborhood houses.

Audience Appeal: Rex Beach's reputation and the cast will help to make this a b. o. attraction.

Story Value: Old story material that wasn't handled any too well burdened the greater part of the picture, but despite this and many other flaws, the ending more than compensated one for being bored. The story opens with Jimmy Rowan, famous as the Michigan Kid gambler, preparing to return to the girl he loves, Rose Morris. Jimmy discovers that his childhood playmate, Frank Heyward, is engaged to Rose. When he learns that Frank has stolen some money from the company, he promises to repay it. While taking Rose to the mine, Jimmy and she are forced by a storm to remain in a cabin. Frank, becoming jealous, comes to the cabin and attempts to kill Jimmy. A forest fire starts and the three barely escape with their lives, but Rose is brought to a realization of her love for Jimmy.

Acting: Conrad Nagel didn't measure up to his role; entirely too mild. Renee Adoree registered as well as she could in her small part. Lloyd Whitlock was fair.

Technical Treatment: The forest fire and the canoe ride in the rapids were something exceptional, but Willat's direction, especially the fight, was poor.

"THE CASE OF JONATHAN DREW"

Reviewed by Blanche F. Livingston

Piccadilly Pictures

Directed by Alfred Hitchcock

Featuring Ivor Novello

A so-so English mystery-melodrama, lacking any comedy relief so beloved by our Americans.

Audience Appeal: Might go on a daily change program if you know your patrons will sit through a solemn mystery fillum.

Story Value: The beginning of the picture leads one to suspect a really good thriller coming, but it quickly drops into the straight and narrow path and, like most people who follow that road, becomes rather flat. Jonathan Drew is the center of attraction being suspected for the Avenger, a gentlemen in the city of London who has an aversion to blondes and has just murdered his seventh. Because of Drew's mysterious frowns and hot interest in the blonde daughter of the people with whom he's boarding, he is arrested. And the very worst happens when the real criminal confesses and there's the usual clinch of hero and heroine at the end.

Acting: Horribly overacted.

Technical Treatment: Director Hitchcock at times showed some good. Picture needs some skillful cutting. Photography not so

"LIGHTS OF N. Y." GETS MIDNIGHT PREMIERE

A gala midnight premiere for Warner Bros. Vitaphone production, "Lights of New York," will take place to-morrow at the Mark Strand Theatre. The picture begins its public engagement the following day.

"Lights of New York" has aroused great interest as the first all-talking picture of feature length. Hugh Herbert and Murray Roth were authors and adaptors of the story which Bryan Foy directed.

Highlights in the News Reels Reflecting Enterprise

In the week-end newsreel Fox News No. 80 has a diversified list of offerings, a few of which are the splendid exhibition of the Spanish cavalymen before King Alfonso; picture paragraphs of Maj. Maddalena, Pres. Doumergue, and something extraordinary—the raiding of a moonshine still.

Paramount News No. 97 shows the thrilling arrival in England of 'Lady Lindy'; search for the lost Arctic flyers, and Flashes from Everywhere.

M-G-M News No. 92 has some splendid views of the fast yacht race held at Newport, R. I.; some unusual shots of the unique burial rites of Queen Marasri, at Bangkok, Siam, and Pres. Coolidge in his summer office.

The nomination of Gov. Smith, with intimate sidelights on his life, is one of the many items in Pathe News No. 55. Included, too, are the speedy Steeplechase classic at Auteuil, France, and the heroic search for Amundsen.

International Newsreel No. 52 presents scenes of the wonderful Indian Marathon from San Francisco to Oregon; Capt. Caranza's enthusiastic reception at West Point, and stirring scenes at the Democratic convention at Houston.

Germany's marvelous reception to her flyers of the Bremen is given in Kinograms No. 5409; also the arrival of the battleship, Texas, from Hawaii, and some amusing episodes of the kids in New York taking a swim.

5 Big Features July

1st National Releases

First National has a strong lineup of July releases: On July 1, "Code of the Scarlet" with Ken Maynard was released.

On July 8th, the release will be "The Good Bye Kiss", Mack Sennett Special; July 16th, "The Head Man" with Charlie Murray; July 22nd, "Heart to Heart" with Mary Astor and Lloyd Hughes and on July 29th, Harry Langdon's latest comedy "Heart Trouble."

LUKAN SIGNS 20 FIRST RUNS IN NORTHWEST

L. O. Lukan, manager of First National's Seattle branch has signed contracts for twenty first runs in that city in thirteen weeks.

Last week the First National pictures to have Seattle first runs were Colleen Moore's "Happiness Ahead," "The Big Noise," Billie Dove in "The Love Mart" and Ken Maynard in "The Overland Stage."

RIESENFELD TO SCORE U. A. SYNCHRO PICTURES

Hugo Riesenfeld will score all the synchronized accompaniments of United Artists product, according to Joseph M. Schenck. Schenck plans to make conservative use of talking pictures and advises the industry not to become hysterical over scientific devices.

"No matter what mechanics of presentation and production are developed or perfected, good story-telling pictures, well produced and intelligently made will continue to be the sustaining force in film entertainment," states Schenck.

United Artists will continue to make good pictures, entertaining films that will satisfy the public.

Jolson-Berlin Number in "The Singing Fool"

Hollywood—J. L. Warner, production chief, is giving his personal attention to the filming of "The Singing Fool," which will star Al Jolson, and which Warner Brothers hope will duplicate the "Jazz Singer" success.

Irving Berlin has written an exclusive number for Jolson which will be featured in Vitaphone. Lloyd Bacon is directing and Betty Bronson is Jolson's leading woman.

LOEWS LEASE WEINSTOCK CHAIN FOR \$6,000,000

A deal consummated Tuesday between Loews, Inc., and Joe Weinstock of the Bronx involves the acquisition by the Loew chain of three additional theatres for a period of 21 years at an aggregate rental of approximately \$6,000,000.

The houses which are included in the transaction are the New Fairmont Theatre on Tremont Ave., now nearing completion; the Elsmere Theatre at Elsmere Pl., and the new Loews at 167th Street, near River Avenue.

"Lost In The Arctic" Fox Alaskan Film for B'way

The title of the film showing the hardships of Arctic explorers which Fox Film corporation purchased from Sidney Snow has been changed from "Lost in Alaska" as previously announced, to "Lost in the Arctic".

The film is a story of the Snow expedition which set out to discover, if possible, the remains of the Stefansson party that was lost near

Herald Island in 1913.

On this expedition Snow made a pictorial record with his motion picture camera of the life in the frozen north and the perils that threaten all explorers, which have recently been made vivid by the exploits of Nobile and Amundsen.

"Lost in the Arctic" is scheduled for a Broadway showing soon.

Murray Beier Plans Intensive Campaign on Tunney-Heeney Film

Ted Lewis Jazz King Signed for Vitaphone

Warner Brothers have signed another Broadway celebrity for Vitaphone. He is Ted Lewis, jazz band leader.

Ted Lewis will make a Vitaphone Road Show picture. He is known to audiences throughout the country, being an old vaudeville and musical comedy favorite.

Film Arts Guild to Release "Red Knight"

The Film Arts Guild is preparing for an immediate release of "The Red Knight of Germany" on which it has secured the American and Canadian distribution rights.

Gershwin to Perform Original at Roxy

Roxy has commissioned George Gershwin to write an original composition for the motion picture theatre and conduct it himself. The Roxy Symphony Orchestra of 110 musicians may present the first performance of this work when it is completed.

Murray Beier has been appointed General Sales Manager of the Gold-Hawk Pictures, Inc., which was awarded the contract to film the coming Tunney-Heeney Boxing Contest at the Yankee Stadium on July 26th.

Beier is preparing an intensive campaign among exhibitors of the State and will use every medium of publicity and advertising to sew up the major part of the territory before July 26th.

It is not known who will handle the actual photographing of the contest. Joe Seiden, who has filmed all the previous Rickard fights will not be associated with the filming this year.

FBO Puts into Effect 5-Day Week for H. O.

Taking effect Saturday, July 7th, FBO Pictures Corporation will put the five day week plan into action at its Home Office, 1560 Broadway, New York. This plan will release over one hundred employees for the enjoyment of a full Saturday-Sunday holiday week-end during July and August.

"Making The Varsity"

Excellent Pictures Corp. will soon release "Making the Varsity", featuring Rex Lease, Gladys Hulette, and a strong supporting cast. Following this will be the release of "The Speed Classic."

"Manhattan Knights," starring Barbara Bedford, is now in production at Hollywood.

Klein Directing

"The Fog," a story by C. F. Coe, will be Charles Klein's first directorial effort for Fox. The cast includes Mary Astor, George O'Brien, Earle Fox and Ben Bard.

Swanson Starts Aug. 15

Gloria Swanson will begin camera work on "The Swamp," her third independently produced United Artists Picture on August 15th in Hollywood. Eric Von Stroheim, who is to direct Miss Swanson's picture, is nearly finished the script, based on his own original story.

Lichtman Appoints 5 to Field Sales Force

Al Lichtman having lined up one of the strongest sales organizations in the field, is all set for the tenth and biggest year in United Artists history.

Lichtman has appointed five more people to field sales organization. They are William Trough, sales manager at Kansas City; Harry Dodge, assisting Harry Gold, Cleveland District Manager, effective July 9; Henry Rosefield, salesman at Washington, D. C.

Matthew Sullivan goes to Toronto as salesman, effective July 19, and William Chernoff, salesman at Pittsburgh.

Schulberg and Goetz

B. P. Schulberg, Paramount production executive, and Harry Goetz, assistant treasurer of the Paramount Famous-Lasky Corporation, are now enroute to New York for a conference with home office officials.

Perez Titling

Paul Perez, titling expert of Tiffany-Stahl Productions is completing his work on "The Grain of Dust", George Archainbaud production.

This is the fourth consecutive picture he has titled this year.

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Walter Craighead, Manager
DEARBORN STREET FROM JACKSON
TO QUINCY
New Garage One-Half Block

Brill-Herrmann Organize UFA-Eastern Division Dist.

The Brill Distribution Corporation, with the entrance of William C. Herrmann into the company has been reorganized and will hereafter be known as the Ufa-Eastern Division Distribution, Inc. Herrmann and Dave Brill will be in charge of the entire distribution in 37½% of the entire U. S. territory.

The Ufa product will be sold in the states of N. Y., N. J., Pennsylvania, Connecticut, Maine, Rhode Island, Mass., Vermont, Maryland, Virginia, West Va., Delaware and the District of Columbia.

Exhibitors in these states will be

served from exchanges in New York, Philadelphia, Pittsburgh, Boston and Buffalo, and for the 1928-29 season, there will be 26 features and 26 single reel novelties. 20 Productions will be in shape to be shown to theatres by August 1st.

In speaking of his new investment, Herrmann stated "that not only will his company's product provide the finest-quality films at rentals comparable for what domestic program pictures bring, but they will create patronage as well as profit for exhibitors."

CHRISTIES INSTALLING SOUND IN MET. STUDIO

HOLLYWOOD — Al and Charles Christie will install sound-picture equipment in the Metropolitan Studios which they own. Western Electric equipment will be used in accordance with their contract with Electrical Research Products.

It is expected that two stages will be equipped for sound at once and recording apparatus has been ordered. A part of the Christie product will be made at the Metropolitan, and unit producers will now be able to make their talkies there on a leasing basis.

"Man With Iron Mask" with Original Cast

Doug Fairbanks announces that he will endeavor to reassemble the original cast that played with him in "The Three Musketeers," for his next production which will be a sequel to that film, called "The Man With the Iron Mask."

Leon Bary, who played Athos will play the same role in the sequel; Marguerite de la Motte will again play Constance and Alan Dwan will direct the production.

Maurice Leloir, French artist, will assist on the production.

N. Y. Exhibitors Decide to Halt Film Buying

(Continued from page 1)

sion and postponment of their film purchases.

It is expected that there will be further conferences of a similar nature from time to time on any problems of common interest to the exhibitors in the Metropolitan District.

Sprague Here

Chandler Sprague, Fox Scenario Head is conferring at the home office on new scripts and on Movie-tone stories, for which he has been put in charge.

Sprague is only staying in New York for a week, and will leave next Wednesday, July 11th, for the Coast. He will observe the production of movietone shorts in New York and will adapt his future script work toward that end.

MACK SENNETT PLANS SURPRISE SOUND SHORTS

HOLLYWOOD—To justify his belief that the short comedy is about to enter a period of great expansion and that talking and sound effects will cause the advance, Mack Sennett, veteran comedy producer announces he will soon begin production of two-reel comedies with RCA Photophone.

When he began his new studios at Studio City, California, Sennett laid plans for sound production and built suitable sound rooms. His new product will be ready in the early Autumn.

The way in which Sennett will use Photophone will be a surprise, making use of a new procedure in place of the conventional synchronization.

Dialogue and Sound in MacLean Picture

Paramount Famous-Lasky announce that Doug MacLean's first talking feature will be "The Carnation Kid" which Al Christie will produce and synchronize.

MacLean it is discovered is an old troupier who trod the boards of the old Morosco Theatre. The spoken lines and sound effects which will go into the production have doubled the size of the script, based on Al Cohn's story.

"The Carnation Kid" will make a bid for a definite place as ideally planned and fitted for sound," states Christie.

Larry Semon Sued

LOS ANGELES—The Larry Semon Productions, Inc., have been named defendants in a \$100,000 suit filed by the Motion Picture Capital Corporation, on an assigned claim for 20 promissory notes.

J. L. Adams, President and H. Clyde Harms, Secretary are co-defendants.

Fox Mystery

Fox Film has bought "Behind That Curtain," a mystery novel by Earl Biggers. Raoul Walsh will direct this picture, with Charlie Chang in one of the pivotal roles.

Hollywood News

With JOE BLAIR

Nina Byron, a former Follies girl, is taking the role of the dance hall hostess in Clara Bow's Paramount picture, "The Fleet's In," which is being directed by Malcolm St. Clair.

Mervyn LeRoy was so successful in directing Alice White in the First National picture "Harold Teen" that he has again been assigned to direct her in another feature called "The Bluffers," a magazine story by Robert S. Carr.

Mitchell Lewis replaces Budd Fine in the cast of George Bancroft's next Paramount picture, "The Docks of New York."

Betty Compson and Baclanova are principals in this story which is being directed by Josef Von Sternberg.

Lila Lee and Cornelius Keefe are the girl and boy in "Thunder God" a James Oliver Curwood story which Morris Schlank is producing for independent release.

M-G-M have ten pictures in production with the start of Norma Shearer's new one "A Little Angel". They are "West of Zanzibar" with Lon Chaney, Tod Browning directing. The cast includes Lionel Barrymore, Mary Nolan and will be made with sound effects. John Gilbert in "The Mask of the Devil", Victor Seastrom directing. Greta Garbo is finishing "War in the Dark" Fred Niblo directing. "A Single Man" co-starring Lew Cody and Aileen Pringle, Harry Beaumont directing. William Haines has virtually finished "Excess Baggage". Buster Keaton's new picture, "The Cameraman", the first picture under his new M-G-M contract is almost completed, "Her Cardboard Lover" with Marion Davies is well along in production. Tim McCoy's new vehicle, another historical Western titled "Morgan's Last Raid" went into production last week.

Studio visiting . . . Elmer Clifton directing Georgie Stone and Patsy Ruth Miller at the Tiffany Stahl studios . . . an elaborate Krazy Kat cabaret set . . . Girls dressed as cats and a boy as a mouse . . . as they dance before the cameras . . . the cat catches the mouse . . . while Al Raboch, director, John M. Stahl, production genius and others look on . . . Over at the Paramount studio . . .

Robert Ellis will play a featured role in Charles Rogers' first starring picture, tentatively called "Varsity," now being filmed at the Lasky studio.

A special preview of the completed "Butter and Egg Man" was recently given. The picture, directed by Richard Wallace, features Jack Mulhall and Greta Nissen, with Sam Hardy, William Demarest and Gertrude Astor in the supporting cast.

Sue Carol who captivated or captured a recent M-G-M film in which Lew Cody had the starring role will again enact the ingenue in "A Single Man," which Aileen Pringle and Lew Cody are being co-starred.

Malcolm St. Clair has signed a new contract with Paramount. Following the completion of "The Fleet's In," he is scheduled to direct "The Canary Murder Case."

Wheeler Oakman is scoring 100% as a heavy. Having just finished a clever crook role opposite Lon Chaney, M-G-M lost no time in casting Wheeler to Tim McCoy's latest, "Morgan's Last Ride."

Wallace Beery, Paramount star, accompanied by his wife, left in his airplane for his cabin at Silver Lake in the Sierras, where he will spend his vacation.

First National's comedy ace, Charlie Murray, has started work on his next picture, "Do Your Duty." William Beaudine is directing.

Charles Delaney has been signed by First National to play opposite Alice White in her starring picture, "Show Girl," which Al Santell is directing. Delany has been advancing more rapidly than any other free lance juvenile actor in Hollywood during the past year and sooner or later some film concern will sign him to a long term contract.

The cast to date of the "Show Girl," has Alice White, Charles Delaney, Donald Reed, Kate Price, James Finlayson, and Gwen Lee. Alfred Santell is behind the megaphone.

Alexander Korda will direct "The Squall," for First National. Korda, sooner or later, will make a picture that will stand Hollywood on its ears. He has much ability.

What is believed to be a record for the number of motion picture cameras shooting a single scene was recently established by Frank Lloyd, 38 machines were used in filming the naval battle scenes of "The Divine Lady," First National's special starring Corinne Griffith.

Ralph Cedar has started production for the second of the new Darnour FBO Barney Google series based on Billy DeBeck's internationally famous cartoon. Len Smith is the cameraman and Elmer Decker is assisting Director Cedar. Barney Hellum plays the title role.

Ruth Elder is expected in Hollywood some time next week where she will start work opposite Richard Dix in "Moran of the Marines," a Paramount picture.

Charles Rogers was going through his paces before the cameras . . . Chester Conklin and Mary Brian were behind a screen and the set was an interior of a college soda palace . . . On stage 8, we saw Bebe Daniels awaiting her turn before the cameras of Marshall Neilan and Neil Hamilton was enacting a scene of knocking on the doors of a hall room set . . . Mal St. Clair was a visitor during the filming of this scene . . . Adios . . .

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 4

New York, Friday, July 6, 1928

FIVE CENTS

OBSERVATIONS

Foreign Pictures

Saw two of the new UFA pictures. Watch out for this crowd. They mean business. A few more such as the two I have seen will knock down a lot of the "exhibitor prejudice" for foreign product.

Is It True?

Word comes from the coast that Will H. Hays has suggested that M-G-M drop all desires to film "The Command To Love". Remembering what happened to "Rain" we wonder if the suggestion will be accepted?

Hal Roach

At the time when most comedy producers felt that audiences did not want "slapstick", Hal Roach began releasing the new Laurel-Hardy comedies. Audiences everywhere are howling at them. They are very funny. Roach's foresight wins again. No doubt, others will follow his lead.

New York Indies

The Sapiro and T.O.C.C. groups had a talk fest the other day. The reason given was the "new uniform contract required further study". With the competition of Loew, Keith and Fox, and the added opposition to each other, we wonder if the uniform contract had anything to do with this get-together meeting?

Berlin

Reports from the coast indicate that Irving Berlin, noted "Broadwayite" has deserted the bright light district for keeps. He likes Hollywood and Hollywood seems to like him. Has written a song for Al Jolson to be used in his new Warner Brothers picture and another titled "Marie" to be used in the Sam Goldwyn-Vilma Banky production "The Awakening".

Film Club

Al Lichtman, Lee Ochs and the others concerned in the formation of the Motion Picture Club are to be congratulated on making this project possible. Their new club rooms, nearing completion, will be most luxurious and comfortable. A credit to the industry.

Talkies

Fox starting a crew of special salesmen Sunday, handling Movietone exclusively. Both installation and subjects. Figuring that with over three hundred theatres equipped already, and

(Continued on page 2)

SCHENCK SAILS SEEKING RUSSIAN MONOPOLY

100% World Distribution Sought — Kelly Accompanying

Planning two months abroad, Joseph M. Schenck, President of United Artists Corporation, sailed at midnight, yesterday on the S. S. Homeric for Europe. He was accompanied by Arthur W. Kelly, Vice-President and General Manager of Foreign Distribution. They will visit Russia, Scandinavia France, Germany and Great Britain.

Russia is being visited with the definite purpose of studying film conditions there at first hand; meeting officials of Sovkino and negotiating distribution of all of United Artists past, current, and future pictures throughout the Soviet republic. Achieving this will provide 100% world distribution of the company product.

In Italy the plan is to expand

(Continued on page 4)

SCHWARTZ APPOINTS 5 TO MOVIE TONE STAFF

Milton J. Schwartz in charge of Movietone distribution for Fox-Case, has appointed new staff additions to the field in anticipation of a complete movietone service to exhibitors shortly which will include a weekly feature, newsreel and short novelty subject.

Schwartz's department will now be included in the Fox Sales Department.

(Continued on page 3)

Sophie Subs for U. A. "The Circus"

Broadway is learning for the first time that Sophie Tucker is more than a one-man or woman-show, all herself. In Film Board of Arbitration proceedings, an exhibitor contracted for United Artists' "The Circus", but didn't receive it, due to contract misunderstanding.

The exhibitor, Park Plaza of Brooklyn, claimed that as a result of not being able to show "The Circus", they were forced to engage Sophie Tucker.

MARKS BROS. SUIT OFF UNTIL JULY 12

CHICAGO — The Marks Brothers suit against Balaban & Katz, Publix and 25 other defendants which was to be tried tomorrow, after adjournment from June 22nd, has been laid over until July 12th, at request of attorneys for the defendants, for additional time to prepare the papers. Judge Page of the U. S. District Court here.

The legal action charges that picture producers and distributors, theatre owners and operators and theatrical bookers and agencies attempted to feaze out the Marks Bros. theatres and restrain trade through monopoly.

The Marks Bros. chain charges they have been blacklisted by the producers being unable to secure first-run product unless O.K'd by Balaban & Katz and Publix.

They also claim interference in being permitted to book presentation acts, naming the Orpheum Circuit, the William Morris agency and others.

Bruce Bromley is representing Balaban & Katz and Publix today while John Tenney is counsel for Marks Brothers.

Ohio Censors Talkies

CLEVELAND — The Ohio Censor Board has announced its intention to censor talking pictures and in the future will require submission of dialogue records in sound films.

British Gaumont After Saenger and Other U.S. Theatre Chains

Memphis-Little Rock Tri-State Conference

OKLAHOMA CITY, July 6 — A conference of exchange managers, bookers and salesmen of the Memphis-Little Rock Exchange Board, with some 40 Tri-State members will meet at the Peabody Hotel here tomorrow.

Addresses will be made by officers of the Board, including Sol Davis, head of the Memphis board and Alma Walton, secretary. Contracts for 1928-29 will form the chief topic of discussion.

By SAM HARRIS

Proprietor "Today's Cinema"

LONDON — British theatre interests are making definite plans to purchase theatres in the United States, according to R. C. Bromhead, managing-director of British Gaumont.

This company is now negotiating for chains of theatres in all parts of the United States. The Stanley Company was one chain rumored to be bought, but was denied by Bromhead.

The purpose is to secure an outlet for British pictures in the U. S.

(Continued on page 3)

Loew's Net Profit Over Six Million

Showing a net operating profit of \$1,488,579 over 1927, Loew's Incorporated financial statement issued yesterday shows that the company will have one of its biggest years, at the conclusion of the year.

For 40 weeks ending June 3rd, the operating profit was \$9,150,843. Of this amount \$2,773,742 is taken off for depreciation and taxes, leaving a net profit for this period of \$6,377,101. For the similar 40-week period ending June 5th, 1927, net profit was \$5,404,899.

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hempstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. I.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

FILM SHORTS

They are taking Bill Haines out of the "smart-ale" class. His next picture will take him into the crook realm. It's "Alias Jimmy Valentine". Done once before but certainly good for a second try.

Harry Langdon is finishing his last picture for First National. Its new and permanent title is "Heart Trouble". Might be appropriate for both the occasion and the picture. What's going to become of the two First National comics of last year, Langdon and Hines?

"Uncle" Carl Laemmle leaving for the coast was all smiles. This is always true with "Uncle" Carl, but there have been times when we are sure it was a little forced. Not now. In good health, business good, so why not?

Joe Rock in town, saw him hurrying to Al Woods office. Joe always hurries and he generally gets there. One of the most likeable boys in this or any other business.

Imagine this:—Harry Brandt the Brooklyn exhibitor going in for Croquet. Will give you a lot of argument about its merits. He wields a mean mallet. We saw him.

Dave Brill and Bill Herman of the New York UFA exchange are watching every boat for the last six of their twenty-six UFA productions they are going to release this year.

Nat Liebeskind, former South American manager for Universal and more recently connected with the Universal New York exchange, is leaving Sunday for the middle West as representative for Movietone. Nat's territory will comprise, Cleveland, Detroit, Pittsburgh, Cincinnati.

John Spargo, secretary of the Motion Picture Club is exceedingly happy over the approaching opening of the club rooms. From what we have seen, he has plenty of reason to be happy.

Ben Schulberg, Paramount's West coast production manager, arrives in New York tomorrow from Hollywood. He will confer with Jesse Lasky and home office officials regarding sound pictures.

SOUND FEATURETTES

Reviewed by Blanche F. Livingston

"THE HAM WHAT AM"

Vitaphone—Warner Bros.

Featuring Jay C. Flippen
Typical Broadwayite goes over big. Songs and monologue, all with the help of a cigar.

Jay C. Flippen sings "Keep Sweepin' the Cobwebs Off the Moon" and "Magnolia". But how! He comes from the musical comedy end of the game and shows the logic in being a personality-plus chap as well as a singer. His monologue in between the songs is neatly commingled with jokes, the majority of them being new. And then Flippen can't get a case stage-fright because he always knows what to do with his hands—play around with a puffing cigar.

"THOSE PULLMAN PORTERS"

Vitaphone—Warner Bros.

Male quartet harmonizing on songs. All right, runs a little too long.

These four Kings of Harmony are garbed and blackened as pullman porters and the singing takes place on a moving train. The novelty in this one is the shifting of scenes to various parts of the train where you can still hear the pullman's voices but they themselves, are excluded from view. The boys harmonize in eight numbers, such as "Casey Jones", "Good Night Ladies" and "Hear That Whistle Blow". A couple of songs can easily be cut from the program.

Warner Club Addressed by Honorary Head

A meeting of the Warner Club was held at the Warner Building last Tuesday afternoon. This was the most important meeting since the origin of the organization. Honorary President Harry M. Warner opened the meeting with an address to the members.

Mr. Warner has become so enthused over the club that he came in especially from a holiday he had planned in order to address its members.

In an informal way, Mr. Warner spoke on sincerity in business as in pleasure and gladdened everyone by the bright prospects he painted on what it was possible for the club to hold forth for its members.

The meeting was closed with a short talk from the club's president Jack Gilbert.

Joe Rock, prominent coast producer, is in New York arranging matters for the production of talking pictures. He is building a two-stage sound proof studio in Hollywood and is here to arrange for the sound equipment with Electrical Research Company.

It is Rock's intention to photograph at least four and maybe six of the current Broadway attractions using members of the present casts for the picture. The first picture in all likelihood will be made in New York, the remainder in Hollywood.

NEW PICTURES

"THE STATION MASTER"

Reviewed by Blanche F. Livingston

Sovkino Production

Directed by

U. A. Gelabuzsky and I. M. Moskvina
Featuring I. M. Moskvina, V. S. Malinovsky, B. P. Tamarin, N. F. Kostromskoy, N. G. Alexandrov, Y. D. Tikhomirov.

A heavy, laborious Russian effort that has little to recommend it. Won't go in most houses.

Audience Appeal: For those interested in Russian background, and in Pushkin's works.

Story Value: The good dramatic material in this story was done to death by the executioners of the film. I. M. Moskvina as "The Station Master" was careful to see he got in every possible scene. He is supposed to be a simple peasant who deeply loves his only child, Dunia. The villain enters in the person of Captain Minsky persuading Dunia to return to the city with him. The father becomes worried at the daughter's absence and goes in search of her, only find her in Minsky's apartment. The captain won't allow her to return, but helps the father to hurry back by kicking him out in the street. After many tearful scenes and a bacchanalian party, the station master dies of a broken heart.

Acting: B. P. Tamarin was the best of the cast as far as American taste goes. I. M. Moskvina too theatrical and Malinovsky was a little too old for the daughter's part.

Technical Treatment: The first half of the picture wasn't so bad which is saying a lot. Overacted and tedious in its telling. Authentic backgrounds.

"THE BATTLE OF THE SEXES"

Reviewed by Joe Blair

United Artists

Directed by D. W. Griffith

Featuring Jean Hersholt, Phyllis Haver, Belle Bennett, Sally O'Neil, Don Alvarado, Joseph Batten, William Bakewell.

Not in the special class, but is strong as good first-run material. Acting and directing A-1.

Audience Appeal: Sexy title, cast and D. W.'s name will get them in.

Story Value: The theme of the gold-digger battling with the wife for possession of a man is not new, but it is handled so deftly and varnished with such fresh ideas, that it goes over well. After all it's a very human story with the husband keeping young to hold his own in the gay life which has no room for his wife. The battle goes on until, because of his daughter, reason points the way to keep the home fires burning.

Acting: Superb is the word for the entire cast. Belle Bennett fills the niche of the disregarded wife while Jean Hersholt gives a characterization that is past comment. Phyllis Haver, the gold-digger and Sally O'Neil, the daughter, both turn in first rate parts displaying real ability.

Technical Treatment: Although this film does not include many of Griffith's pet elements, it does contain such rare touches of direction as could only belong to the inimitable Griffith. Photography, titles, and lighting okay. Can stand some cutting.

GREETINGS!

To

New Members Of The EXHIBITORS DAILY REVIEW Family

Western Pennsylvania Amusement Co., Pittsburgh, Pa.

Great States Theatres, Inc., Chicago, Ill.

Al P. Kaufman, New Empire Theatre, Syracuse, N. Y.

J. Weed, B. F. Keith's Theatre, Dayton, Ohio

Jawitz Pictures, New York, N.Y.

Ernest W. Michelfelder, Jersey City, N. J.

J. A. Carrier, Capitol Theatre, Atlanta, Ga.

Harry E. Eiff, Standard Film Exchange, Pittsburgh, Pa.

Colonial Theatre, Springfield, Ohio

DeMille Studio, Publicity Dept., Culver City, Calif.

Tank Explosion at

Astor—Show Continues

While no definite information could be obtained from officials of M-G-M or the Astor Theatre, there was a definite rumor that an explosion occurred yesterday at the theatre in the late morning and that several employees were overcome.

The talk centered the accident around the ammonia tanks of the cooling system, and an Emergency Crew and Pulmotor Truck was called to the theatre to treat those overcome. There was no interference with either the matinee or evening performance.

Cameo Fire

PITTSBURGH — Fire Swept the Cameo Theatre Building in the downtown section of the city Wednesday, which threatened the entire business block and causing injuries to three firemen.

VAN BUREN SHORTS GET 10TH ORPHEUM YEAR

Amedee J. Van Beuren president of the Van Beuren Enterprises has just made known that Topics of the Day and Aesop's Film Fables have been booked for another year on a Standing Order contract to be played every week in all Orpheum Theatres in the United States.

This is the tenth successive year that these popular Pathe releases have been paid this compliment and according to Mr. Asher Levy, buyer for the Orpheum Circuit no other short subjects have ever been accorded similar contracts for a like period.

OBSERVATIONS

(Continued from page 1)

others willing to be, there is sufficient market to warrant this move. One salesman gave us the argument that exhibitors pay from five to a hundred thousand for installing organs, why not eight to twenty-five thousand for sound equipment. We are sold.

WILKERSON

LAEMMLE TO EXPEDITE "SHOWBOAT" FILMING

Carl Laemmle, president of the Universal Pictures Company, who left New York Tuesday for Universal City, Cal., will expedite the production of Universal's next big super-picture, "Showboat". Harry Pollard, who is to direct the picture, is now on the eve of the first camera-work. Mr. Laemmle will give his personal attention to the Pollard unit and will facilitate the director in every way possible.

Most of the principals for "Showboat" are now signed up. Laura La Plante has the "Magnolia" role; Joseph Schildkraut will play Ravenal, Alma Rubens will play Julie, Emily Fitzroy is to be Parthenia Ann Hawks, Otis Harlan has just been picked for Captain Andy Hawks, Jack McDonald will be Windy the pilot and little Jane La Verne will be Kim.

Mr. Laemmle was accompanied to the coast by his daughter, Miss Rosabelle Laemmle, by Mr. and Mrs. Maurice Fleckles and by his secretary, J. H. Ross, and family.

FLOODS IN ARK.-TENN. SHUT DOWN THEATRES

MEMPHIS — Several Tennessee and Arkansas towns have suspended business until recent floods have subsided. There is barely an outside chance for theatres to remain open, as the dykes keeping back the water in such towns as Cotton Plant and Des, Arc Ark., are in a bad way.

Memphis film exchanges plan to make use of airplanes and rowboats to keep film service going into the districts where water has segregated them from amusement.

Last year, at flood time, First National, Metro-Goldwyn-Mayer and Paramount sent films into Hot Springs via plane and if the present overflow keeps mounting, this will be done again.

Dividends

Two dividend meetings are scheduled for July and August. Pathe Exchange, Inc. will meet on July 23 and Paramount Famous-Lasky Corp., meet on August 6th.

So. Cal. M.P.T.O. to Fight Fire Rules

(Continued from page 1)
and seating arrangements.

All theatre operators will be required to secure new permits from the fire commission. Scott points out that many places on Main Street would be affected by the new ordinance and forced to comply with the provisions of the measure.

Lamb protested that many members of his organization would be affected, particularly in the provision for permanent standpipes.

The City Council will shortly take final action on the measure.

Kan.-W. Mo. M.P.T.O. Eliminates Doty Zoning Plan for Protection

KANSAS CITY—The Doty Film Zoning protection scheme was disapproved by the M.P.T.O. of Kansas and Western Missouri at their recent meeting in Wichita, and came as a surprise to backers of the plan.

Doty who is president of the Kansas City Film Board of Trade recently drew up a zoning plan dividing theatres into different classes, depending on whether they were

running first, second or subsequent runs and specifying exactly how many days protection each zone would be entitled to.

The M.P.T.O. passed a resolution against the plan, small-town exhibitors claiming that the plan was unfair that insufficient protection was allowed in some situations where greater protection should have been considered.

IMPORTANT ARBITRATION CASES IN SETTLEMENT

There was no cases heard by the N. Y. Film Board of Arbitration yesterday.

At the last meeting, P-F-L presented claim for damages against the Globe Theatre, Brooklyn, for holding over newsreel for more days than contracted for. The exchange was represented by Myers. The Board favored the exchange and awarded damages to the extent of \$375.

Action by Park Plaza Theatre, Brooklyn, against United Artists for \$5,000 for failure to deliver "The Circus." U. A. showed it failed to deliver as result of previous decision by arbitration board and that the Mount Eaton had prior delivery right.

The Park Plaza claimed that as a result of not being able to show "The Circus" they had to engage Big Act. Mr. Stern, representing U. A., proved that the Park Plaza on prior occasions engaged star acts, and also showed that the week at the Park Plaza was claiming damages for, the house had made a profit. The Board found that no damage had been proved by the Park Plaza.

Copy Right case tried in Boston. Mr. Nizer representing P-F-L against the exhibitor Jack Saranga for sub-leasing the film "Old Ironsides," to Cohen, manager of the Grange Hall. Board awarded \$500 to exchange.

Schwartz Appoints 5 to Movietone Staff

(Continued from page 1)

ment under supervision of Jimmy Grainger and movietone sales will be through the regular Fox exchanges.

The new appointments are Jack Dillon who will handle the movietone sales in the Boston, Albany, Buffalo, New Haven and New York territories; Ben Broyles, the Memphis, Dallas, Oklahoma City, New Orleans and St. Louis territory.

Ben Levine will handle the Chicago, Milwaukee, Minneapolis, Kansas City, Omaha and Des Moines territory and Nat Liebeskind the Detroit, Indianapolis, Cincinnati and Cleveland section.

Edgar Moss, Philadelphia branch manager will supervise sales in his territory.

The Electrical Research Products, Inc., Western Electric subsidiary is in charge of movietone installations.

MILWAUKEE UNIONS CALL TALKIE WALKOUT

Installation of "talkies" in Milwaukee may cause a walk-out by local musicians, if the plans of the Musicians' Union go through. Joseph Padway, attorney for the union, according to Variety, is studying the situation with a view to calling out operators and stage hands affiliated with the I.A.T.S.E.

In a statement Tuesday, Padway said "we have a minimum number of men scheduled for each theatre. If that theatre has music at all, it must employ the orchestra. Theatres cannot just get by with an organ, and the same holds true of synchronized music."

"If the theatres that are wired refuse to pay for the minimum number of musicians after contracts run out, and refuse to renew, we stand justified in calling out the union operators and stage hands."

The musicians are now fighting the Whitehouse, a downtown theatre in Milwaukee their union having declared a strike against the house and having called out the operators as well.

"Warming Up" Booked for Rivoli July 14

Paramount's first sound picture is completed, and will open at the Paramount the week of July 14th. The picture is Richard Dix's "Warming Up"; it is a fast-moving baseball story, and is ideal for the sound effects and the talking screen. Those who have seen the picture pronounce it remarkable for sound, and a perfect knockout as a picture.

Peekskill Blue Law

Closes Sunday Movies

PEEKSKILL—There will be no Sunday movies in this town for some time to come.

The clergy have won a battle to enforce its blue laws and has succeeded in getting the Board of Village Trustees to repeal the ordinance permitting the Sunday shows, by a vote of 5 to 1.

Victor Net 1½ Million

Earnings of the Victor Talking Machine Co., for the second quarter this year has shown a substantial increase in net profits. Its motion picture contracts for synchronization work have played a large part in increased earnings.

Net profits for this quarter will be around \$1,500,000, with between seven and eight million net for the entire year expected.

GOV'T TALKIE MADE FOR ARMY-NAVY INSTRUCTION

The Western Electric Company announced that the first sound picture especially designed for military instruction has been completed and shown in Washington to representatives of the Army, Navy, National Guard and other branches.

The picture was made through the joint efforts of Electrical Research Products, Inc., and Fox-Case Corporation, with the co-operation of the War Department.

Bennett Starts "Fire Detective" September 1

HOLLYWOOD—The start on the new program of Pathe Serials will commence on September 1st, when Spencer Bennett will put "The Fire Detective" into production at the Metropolitan Studios.

The story is an original by Frank Leon Smith and George Arthur Gray. The continuity will be done by Gray.

Two other serials will follow the "Fire Detective" shortly after its start. They are "The Tiger's Shadow" and "Queen of the North Woods."

British Gaumont After Saenger and U. S. Chains

(Continued from page 1)

A chain of independent theatres on the West Coast, one in Chicago and a Southern chain are being mentioned as being negotiated for. The last named may be the Saenger Amusement Company.

A New York office of British-Gaumont will be established to acquire American pictures on an exchange basis which would permit British films to play American houses. Production will be carried on in Canada.

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Hollywood News

With JOE BLAIR

C. C. Burr held the first preview of Johnny Hines' latest picture "The Wright Idea," at the West coast Westlake Theatre and came out all smiles. He has reason to smile, "The Wright Idea," is a winner. The story, an original by Jack Townley is refreshing. It is chuck full of gags and has excellent continuity construction. Hines gives his usual pleasing performance, Edmund Breeze runs him a close second and Louise Loraine, the girl, is adequate. Paul Perez again scores with the Burr-Hines concern, with an excellent set of titles. Photography splendid.

Jack Duffy, Christie comedy star, will be featured in eight "Sandy MacDuff comedies" for the coming season. The series which will be released by Paramount will be directed by Arvid Gillstrom. Neal Burns, Joan Marquis, Eddie Barry and Stella Adams are supporting Duffy in the "Hot Scotch."

Jackie Coogan is appearing in a Fanchon and Marco idea over the Pacific West Coast Theatres circuit preparatory to his Eastern Vaudeville tour.

Fred Thomson is filming his latest Paramount production, "Kit Carson", in a Hopi village reservation out in Arizona and messages from the star's director, Al Werker, declare that the troupe has made many friends among the Navajo Indians, hundreds of whom, are appearing in the picture.

Although the return was only temporary, producers were glad to see Arthur Lubin return to the coast. He has been on the legit and will return to it in the fall, but in the meantime, has been signed up by Gotham for "Times Square".

Edmund Lowe will not work in a forthcoming Gloria Swanson picture. He is busy at the Fox Studio appearing in the George Ade story "Making the Grade".

Theodore Roberts will be permitted to retain his famous cigar in his role of Count Palester in John Gilbert's new starring picture, "The Mask of the Devil" for Metro-Goldwyn Mayer.

Yola d'Avril has been added to the cast of "Hard Rock," First National Picture.

Another Follies girl makes the grade. This time, it's Nina Byron who has been cast in Paramount's "The Fleet's In".

Reports come from the Warner Studio that "The Home Towners" will be made into an all-talking movie. Robert McWade who played the lead on Broadway will also take that part for the screen.

Syd Hickox is photographing "Oh Kay", Colleen Moore's current First National picture. He was cameraman on "Happiness Ahead" and "Lilac Time" as well.

The two smallest actors in the world are featured in "Hop Off," the new Educational-Bowers Comedy. They are two trained fleas, creations of Charley Bowers.

Sixty-five head of horses were herded some 200 miles into the heart of the southwestern desert to the spot where a unit from the Paramount studio in Hollywood was on location to film exteriors for Zane Grey's picture, "The Water Hole".

Joan Crawford has virtually recovered her health following a slight stomach operation which she underwent ten days ago upon completion of her role in M-G-M's "Four Walls."

The millionaire producer, Howard Hughes comes forth with another moneyed statement. He will make Wilson Mizner's original story based on the Titanic disaster. Lewis Milestone will handle the megaphone. Those already selected for parts are Louise Wolheim, Raymond Griffith, Ben Lyon, Lucien Prival, and John Darrow.

Director William Seiter has taken Dorothy Mackaill and Jack Mulhall with the rest of the company to San Francisco for shooting scenes for First National's "Waterfront".

Judge Ben Lindsey, noted jurist and humanitarian who is now busy in Hollywood has gone on record as to his favorite film. It is "The Lost World," produced for First National Pictures by Watterson R. Rothacker.

Earle Fox, who recently completed the villain role in "The River Pirate," at the Fox studios is vacationing at Lake Elsinore, California. He will soon begin work in "Fog," which Lew Seiler will direct.

More than 300 extras were used in the opening scene of "That Matting Call," the Caddo production starring Thomas Meighan which Paramount will release. They appear as immigrants coming into Ellis Island.

John Gilbert wears a pair of wings and a halo, in the opening sequence of "The Mask of the Devil" which Victor Seastrom directs for Metro-Goldwyn-Mayer.

Lucien Prival is the first to be selected for the supporting cast of Charlie Murray's new comedy, "Do Your Duty," which First National is to start soon. William Beaudine will direct.

Stan Laurel and Oliver Hardy, dressed in sailor uniforms . . . apparently they have been in a Drive-U-R-Self auto rental station . . . Cute little Thelma Hill is one of the girls they have 'picked up' . . . Everything going 'jake' when they ram into a big excavation machine on a main highway . . . The oncoming traffic in the rear piles up into a tremendous traffic jam . . . Edgar Kennedy, the heavy, has his family out for the day . . . their car is demolished by Laurel and Hardy's car . . . a vegetable wagon is about four cars back and when the Italian hits Stan Laurel in the neck with a big juicy ripe tomatoe, the fun begins . . .

Director James Parrot handles his crowd via horseback . . . If you thought that pie throwing gag in "The Battle of A Century," was funny, wait until you see these two sailor boys in their funniest comedy . . . Adios . . .

FBO-Non-Theatricals

MINNESOTA—The Minneapolis branch of Film Booking Offices has decided to cease furnishing service to non-theatrical accounts, following the lead of the Paramount Exchange which now consults theatre owners before selling to competitive tax-free institutions.

When it was proved that J.F.L. Olson of Gibbon, Minn. was running free shows the FBO exchange shut off its service to him.

MC VICKERS DROPS 14 MUSICIANS DEMAND JOBS

CHICAGO — The problem of the talkies vs union orchestras employed in big first-runs has hit the McVickers Theatre, Balaban & Katz house.

Vitaphone and Movietone equipment has been installed, and the matter of cutting the orchestra has been placed in the hands of James C. Petrillo, president of the Local Musicians' Union.

It is understood that negotiations are going on between Sam Katz and Harry Weber, head of the American Federation of Musicians to determine what shall be done with musicians in all the Balaban & Katz and Publix houses which will be equipped for talkies.

Petrillo insists that Balaban & Katz must augment one of their other orchestras at some other theatre with the 14 men who have been let out at McVickers.

Schenck Sails Seeking Russian Monopoly

(Continued from page 1)

methods of distribution already available, while in the other countries sales conferences will be held with the various organized distributors of United Artists product

Supplementing production of big feature photoplays in Great Britain for United Artists release which has already been inaugurated by the filming of "Three Passions" by Rex Ingram, Mr. Schenck is to arrange for another high calibre picture to be made in England.

Maurice Silverstone Sales Manager for Allies Artists Company, Ltd., returns to his headquarters in London with his bride, the former Dorothy Littman, on the Homerick with Mr. Schenck and Mr. Kelly.

Kuegraph Device for Theatres Tried Out

A special screening and demonstration of the Kuegraph was given at the Arcadia theatre in Dallas on June 22. A number of prominent theatre men were there, and all reported as being lavish in their praise of the new instrument. Tonal qualities volume and perfect cuing—minus all rasping sounds is said to be the reason why those who heard it were well pleased.

According to E. P. Herber, manager of Herber Bros. & Wolf, distributor of the Kuegraph, about 40 records were used in the demonstration. "The Smart Set," an M-G-M picture was used for the screening.

STERN COMEDY STUDIOS SCHEDULE EASING UP

With the completion this week of five more two-reel comedies, the Stern Brothers studio eased up for the Summer. This brings practically to an end the greatest production drive in the history of the Stern Film Corporation, makers of two-reel comedies for Universal release.

The Sterns now have well over half of the entire next season's product in hand. Within a few days, print will be in all Universal exchanges of twenty-seven of the fifty-two scheduled for 1928-29.

"Wings" Record

"Wings" not only continues on a record-breaking pace in New York promising to hold up until the end of summer, but has just completed 13 weeks at the Colonial Theatre in Cleveland, Ohio.

A. Griffith Grey head of the Roadshow Department for Paramount states the picture is mounting in receipts and may continue at a profit until Fall.



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DAILY REVIEW

EXHIBITORS

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Reg. U. S. Pat. Off.

VOL. 24 No. 5

New York, Saturday, July 7, 1928

FIVE CENTS

OBSERVATIONS

Russia

Joseph Schenck, on leaving for Europe yesterday, let it be known he expected to arrange some kind of a deal with the Soviet Government for the distribution of United Artists pictures in that vast country. Schenck might succeed where others have failed. The Soviet have insisted on almost impossible terms; they have insisted that Russian made pictures shall have 100% distribution in America. These Russian made pictures are all produced under the supervision of the government and as a result contain a lot of propaganda. In addition to this, the cash outlay for the privilege of getting this contract is pretty heavy.

Censors and Talkies

Evidently the censor boards throughout the country have no intention at this time of installing equipment for the showing of talking pictures. The price of the equipment is a little too heavy for an organization who receives its dictates, in so far as the exchequer goes, from the political forces. Consequently New York and Philadelphia censors insist that a dialogue script be submitted with the subject to be censored. Maybe some kind and charitable individual will come to their rescue and give them an equipment.

Fight Pictures

Tex Rickard announced he had sold the rights to photograph the Tunney-Heeney boxing match for \$22,000. We know he received \$50,000. How is it possible then for a distributor, with only foreign and New York State, going to make money on this deal when it is considered that it will cost an additional \$20,000 for filming, prints and sales. Tunney-Dempsey at Philadelphia grossed \$135,000 in the state of Pennsylvania. Tunney-Dempsey at Chicago did over a \$100,000 in Illinois. Dempsey-Firpo did \$125,000 in New York. These figures do not include foreign and what is sold outside of the states where the matches were contested. Suppose there was no interstate restriction?

WILKERSON

Steffes Cancels July 10th M.P.T.O. Port Arthur Confab

\$50,000 FILM SUIT AGAINST BILTMORE

Benjamin Stearns has begun suit in the N. Y. Supreme Court for \$50,000 against the Biltmore Exchange of N. Y. for exploiting the rights to and distributing the film "The Right Way" which Stearns claims is his property.

This picture was made by Thomas Mott Osborne while warden of Sing Sing through the Portsmouth Film Co., a New Hampshire concern. After Osborne died, the picture was purchased by Stearns from the Estate.

It was later discovered that Biltmore was distributing prints of this picture and on a writ of replevin, two prints thought to be dupes, were seized by Stearns through his attorney Louis Nizer.

The case will come up for trial next Fall or early next year.

Mr. Sohmer of Biltmore Pictures stated yesterday that they will file a counter suit for \$25,000 against the Oxford Film Exchange for distributing the same picture, asking for an accounting and an injunction to restrain further distribution.

Sohmer believes his company has a valid contract with the Producers Security Corp., which had the only rights to distribution. Contracts were for five years and Biltmore's rights do not expire until February 1929.

MAYOR EDWARDS IN N.W. APPOINTS NEW CENSORS

SEATTLE—A new Theatre Censor Board has been appointed in this city by Mayor Frank Edwards, former exhibitor. Edwards called for resignations all down the line and is making a clean slate of virtually every city department.

The new Censor Board will be made up of D. R. Himelhoch, Mrs. Max Steinhauer, former member, Mrs. Edith Williams, Mrs. Sadie Ellis, M. G. Winstock, manager of the Portola Theatre; W. H. Wilson and J. M. Lennon, Pres. of Greater Features, Inc. Mrs. V. Zernick was reappointed.

Pass Mindlin Film

"The City Without Jews" which has been the subject of controversy between the State Censors and Michael Mindlin, was licensed yesterday, with minor eliminations, and will be shown at the 5th Avenue Playhouse, starting today.

WINGATE GETS TALKIE LICENSING AUTHORITY

Welcomes Suits By Producers—Board of Regents Backs Him

The New York State Board of Censors has been empowered by the State Board of Regents of the Department of Education, to censor spoken dialogue used in connection with pictures, according to Col. Wingate.

The proposition was put before the Board last week by Col. Wingate, and it was decided, and will so be put into effect shortly, that in the future scripts of all talking sequences synchronized in motion pictures will have to be submitted (Continued on page 3)

FINEST VITAPHONE ALL-DIALOG HEARD

The Vitaphone picture on which was centered the entire technical and studio experience of Warner Brothers organization over a two-year period was shown to the trade last night at the Strand.

It was "Lights of New York" the first all-talkie in which no printed titles were used, and which Bryan Foy directed from an idea developed by himself and Murray Roth.

The picture was eagerly awaited by the entire industry in New York in a desire to see how the development of dialogue used in a greater scope than heretofore would be handled.

In the cast were Helene Costello, Cullen Landis, Mary Carr, Wheeler Oakman, Gladys Brockwell, Robert Elliott and Eugene Palette.

Hammerstein-Selwyn

Merge Picture Interests

Arthur Hammerstein and Arch Selwyn, legitimate producers who recently presented their initial motion picture projects on Broadway at \$2.00 top, "The End of St. Petersburg", and "Dawn", have combined their interests and have opened a distributing office at 1697 Broadway where both pictures will be sold to the motion picture theatres by an organization under the direction of H. Wayne Pierson.

Rembusch Wires Press of Reservations Necessitate New Date

Frank Rembusch telegraphed a statement from Indianapolis yesterday that the July 10-11-12 meeting of the Northwest M.P.T.O. which was planned by Al Steffes, and which had for its purpose the launching of plans for a new National exhibitor organization, has been temporarily postponed.

Steffes has found that the steamer facilities on the proposed Port Arthur boat ride at which the plans were to be formulated were not sufficient to accommodate all the registrations received from the Northwest group and the National group. No dates were given out for the resumption of the meeting.

FIVE SOUND FILMS B'WAY FEATURE

Next week will see the largest number of sound films on Broadway to date, with five pictures playing and one additional to open next Saturday.

"King of Kings" with synchronization will begin a run at popular prices at the Rivoli, which will thus inaugurate its first picture of this type.

"Lights of New York" new Warner all-dialogue picture has its public premiere today at the Strand. "The Lion and the Mouse" Vitaphone continues at the Warners Theatre; "Fazel" Movietone synchronized picture at the Gaiety and "The Red Dance" at the Globe.

Other new films will be Universal's "The Grip of the Yukon" at the Hippodrome; Norma Shearer in "The" (Continued on page 2)

BRYSON EUROPEAN HEAD BRINGS MYSTERY FILM

James V. Bryson, Gen. Mgr. of European Motion Pictures Co., Ltd., and Universal representative in England, arrived in New York yesterday from England on board the Aquitania.

Bryson will confer with Universal executives on forthcoming product and also brought news of a sensational mystery picture purchased by European from Universal de France.

This film received the assistance of the French Government and is titled "The Phantom of the Louvre."

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

FILM SHORTS

Felix Feist, mopping his brow, suggested that we should arrange to have the busy season come at some other time of the year. Right you are Felix. Too hot to do anything. But who is going to do the arranging.

George Hoffman of the Art Guild thinks every picture made should go into a legitimate theatre for a run. He makes the lobby displays.

Abe Waxman had too much of a holiday. At the doctors most of yesterday with a bad case of sunburn, aside from a mild case of hang-nails.

Bryan Foy is the white haired boy around the Warner Brothers Hollywood studio. Has complete control of all talking pictures. List him as the first director of an all "talkie", "Lights of Broadway".

Call money in Wall Street has gone up to ten percent. Call money with us went up to three queens and a pair of sixes.

Billy Wellman, the director of "Wings" is in town for a short vacation before starting "Dirigible".

Let's stop right here and now to congratulate Ben Wilson, producer, and Michael D. Clofine, editor of M-G-M Newsreel, on their birthday today.

Al G. Barnes, leased an elephant to a company in Hollywood recently. An actress was thrown from its back and started suit against Barnes for \$32,000. A part woman jury gave her a verdict of \$500. Her attorney asked for a new trial on the basis he had heard one of the woman jurors remark the actress, from the looks of her clothes, did not need any more money.

Pathe is quite excited about "Annapolis" the picture recently filmed at the U. S. Naval Academy. F. McGrew Willis wrote the story, Christy Cabanne directed it with Johnny Mack Brown and Jeanette Loff in the leads.

They say that Warner Brothers have installed an arm guard, to take care of the entrance to their sound

PERSONALITIES



MAURICE J. CAPLAN

Maurice J. Caplan of Detroit, better known as "Cappy" is a man with a heart as well as a mind, and he uses both. There are few men in the industry who have given more pleasure to others with their pictures than he has.

He is president of the Metropolitan Motion Picture Co., producers of commercial, industrial, news, weeklies and advertising films. His entry into pictures was in this very position in 1917, and for years the company has produced the Pictorial for the Detroit News.

But of equal importance is the welfare work which "Cappy" has been carrying on. Interested in the crippled children's home, United Jewish Charity, Detroit Tuberculosis Sanatorium, he has always managed to supply film entertainment for those who can't go to the theatres. There is rarely a civic movement in Detroit connected with which you won't find Maurice J. Caplan's name.

He is also secretary of the Olympia Detroit Hockey Club and one of the Governors of the Canadian Hockey League and is generally right there when any sport question comes up. He is also a member of the Detroit Rotary Club, Adcraft Club, Executives Club, Elks, Shrine, Moslem Temple, Phoenix Club, Redford Country Club, Union League Club, Detroit Yacht Club, International Yacht and Country Club and the Cadillac Athletic Club.

Born in Manchester, England on November 15, 1889, he was educated there until twelve years of age. His wife was the former Louise Van Baalen.

proof stages and cutting rooms. They no doubt feel the mistakes made in getting Vitaphone up to where it is, cost them a lot of money and have no thought of letting the other producers cash in on the improvements.

Jack (Con) Conway, Hollywood title expert, left the California shores a few weeks ago, never to return. Since arriving in New York, "Hollywooditis" has got him. He is returning soon, saying "I got to get out of these slums".

HOLLYWOOD PREVIEWS

By JOE BLAIR

"GANG WAR"

An FBO Picture
Director Bert Glennon
Cast Eddie Gribbon,
Jack Pickford, Olive Borden.

An underworld picture, exceptionally well done. Story a bit different than other underworld pictures and builds up to good climax. Has plenty of production value. Lead carried by Eddie Gribbon, who seems destined for dramatic leads now instead of comedy. Jack Pickford and Olive Borden have the love interest.

"HEART TO HEART"

A First National Picture
Director William Beaudine
Cast Lucien Littlefield,
Louise Fazenda, Mary Astor,
Lloyd Hughes, Aileen Manning.

A good picture that will get across in any theatre. Though the material that makes up this story is not new, yet the ingredients are the old reliables that can be counted upon to touch the emotions. The love interest is fine, and gets across well. The comedy while not subtle, it good for plenty of laughs. The cast is more than above the average and is headed by the splendid actor, Lucien Littlefield. Louise Fazenda, Mary Astor and Lloyd Hughes give good accounts of themselves.

"TAXI 13"

An FBO Picture
Director Marshall Neilan
Cast Chester Conklin,
Gustav Von Seyffertitz, Ethel Wales, Martha Sleeper, Hugh Travor, Lee Moran and the Coy Watson family.

A clean, wholesome comedy that is excellent. The gags in this piece are original and genuinely funny, and are certain to get over in any theatre. The story is simple, merely a string of incidents put together; but the continuity has been done with such smoothness that this isn't noticeable. The plot relates the troubles of a taxi driver, Chester Conklin, who is the father of many children. Two crooks and a pearl necklace lend complications.

"ROAD HOUSE"

A Fox Production
Director Richard Rosson
Cast Lionel Barrymore,
Warren Burke, Julia Swayne Gordon, Tempe Pigott, Maria Alba, Jack Oakie.

Here is a well acted, intelligently directed picture even though it is somewhat "preachy." It will appeal to the reformers and might be listed as propaganda. The theme is old, telling that liquor and wayward sons are identical and the blame rests upon the parents. There is no love interest, and this somewhat detracts from the story—so far as the audience is concerned. Lionel Barrymore and Warren Burke give splendid performances.

"FORGOTTEN FACES"

A Paramount Picture
Director Victor Schertzinger
Cast Clive Brook,
Baclonova, William Powell.

A picture that is somewhat against the usual movie traditions, but it
(Continued on page 3)

UFA-LUCE DEAL NOT AGAINST AMER. FILMS

BERLIN — Officials of UFA Pictures are anxious to correct the impression given out by German and Italian trade-papers, that the UFA-Luce Deal for stimulation of Italian Production through UFA assistance will have for its purpose the shelving of American Pictures of those of any other nationality.

The interests of American distributors are especially safeguarded through the terms of the agreement, which has no political meaning and is only a business arrangement concluded between UFA and other firms abroad.

BATCHELLER CLOSING MID WEST CHESTERFIELD

Progressive Pictures, Inc., of St. Louis, Mo. are the latest regional distributors to sign up for the ten Chesterfield Productions for 1928-29, contracts for this important key point having been closed this week between George R. Batcheller of Chesterfield and Mr. John R. Walsh of Progressive Pictures St. Louis. This is a reorganization of the old Progressive Pictures of St. Louis.

Territories already signed for the coming Chesterfield Productions include, Commonwealth Exchange, N. Y. City, Consolidated Films, Boston, Mass., Celebrated Players Exchange, Milwaukee, Wis., Film De Luxe, Ltd., Canada, Richmond Pictures, Inc., foreign rights, and several others.

Five Sound Films

Broadway Feature

(Continued from page 1)

Actress" and Charley Chase in "Limousine Love" at the Capitol.

"Hit of the Show" an FBO film will be at the Roxy; as well as a Universal novelty, "Handicapped." "The Loves of Jeanne Ney" Ufa Production will be at the Cameo in its American premiere.

Thomas Meighan's Caddo production "The Racket" will have its N.Y. first-run at the Paramount Theatre and "The Man Who Laughs" will open a popular-priced run at the Rialto.

The Broadway will have a four reel film "The Return of the Ring Immortals", starting Monday.

Brown Says Esperanto

Solves Foreign Talkie

HOLLYWOOD—If Clarence Brown is serious, he has probably hit on the solution for the problem of releasing sound-films in foreign countries.

In view of the fact that a common language understandable by all nations will have to be used, and Brown suggests Esperanto. Talking pictures will rapidly spread to Europe and South America, and he asserts that every country is ready to accept a universal tongue and the sound films will act as the stimulus.

"Sunrise" July 13

"Sunrise," F. W. Murnau's production for Fox, will open at the Roosevelt Theatre, Chicago, with a Movietone sound policy, beginning Friday, July 13th.

PICTURES OF THE WEEK

By Blanche F. Livingston

The regular followers of new films along the Great White Way could easily have left the city on the Fourth and still found time to spare after viewing all the shiny new pictures, because only four came to Broadway this week.

Paramount offered "The Big Kill" with the Beery-Hatton team. This contained more story and less comedy than usual. Drama and fun jerked into each other so quickly that it was a little difficult to get the full benefit of either. The film will make good on account of the comedians' reputation, but their followers will be a little less enthusiastic after viewing the latest vehicle.

Richard Barthelmess scores heavily in First National's "Wheel of Chance" which the Strand played. His characterizations as the black-haired boy and his red-headed twin were quite perfect. Moreover he was backed up by a splendid cast and a good director. Mark this one down as a winner.

"The Michigan Kid" didn't have the punch you'd expect from a Rex Beach story but there was some splendid camera work and the Roxy patrons seemed to thoroughly enjoy the picture. Universal made a wise move in the selection of Renee Adoree and Conrad Nagel to head the cast for although they weren't perfect fits, they are always drawing cards.

The Hippodrome housed the other new picture called "Sally of the Scandals", an FBO production. It's just another chorus gal story which will undoubtedly be gobbled up in small towns.

What The New York Critics Think

"THE BIG KILLING"
Sun: "... a waste of time."
World: "... the comedy ... is of a violently physical nature."
Telegram: "... amusing in spots, but the titles are simply too awful for words."

"WHEEL OF CHANCE"
Times: "... appears to attempt proving that truth may be stranger than fiction, and that America, after all, is the melting pot. It follows both briefs in a very silly way."
Telegram: "... Richard Barthelmess fans have a treat in store for them."

World: "... may like the film for its dramatic purpose, but hardly for entertainment."

"THE MICHIGAN KID"
Sun: "... told stupidly, uninterestingly. But then came one of the most thrilling scenes ... during a shooting-the-rapids sequence."
Telegram: "... Director Irvin Willat has worked up a really thrilling climax."

Times: "... very little about the picture to attract attention in a favorable way."

"SALLY OF THE SCANDALS"
Times: "... For one who likes the Cinderella motive with plenty of saccharine, the play is all right."

Sun: "... although here and there are mildly unexpected twists in the story, the film is a thoroughly ordinary one."

HOLLYWOOD PREVIEWS

(Continued from page 2)

will click with the audience. The characterization is very well done, though the story is off the beaten track. There are several gripping scenes that tell the conflict between the silk hat crook and his wife for the love of their child. The thrilling scenes and the heart interest will more than please the audience.

Fewer and Better Is

Exhibitor Demand

From C. D. Buss, Strand Theatre, Easton, Pa.

"Why don't the film companies stop grinding out so many, and give us just a few good ones? The public is crying for good pictures but there are so few to be had."

I can run a good picture a week or ten days. But I can't get them. Consequently I must run weak sisters, three changes a week and do poor business. The producer will make more money making fewer and better pictures."

P-F-L STARTS RUSH
WHEN STARS RETURN

With many of the stars and featured players home after vacations an unusually heavy production schedule has been announced by executives of the Paramount studios in Hollywood.

Two pictures are starting this week. Bebe Daniels begins work in "Take Me Home", under Marshall Neilan's direction. "Docks of New York" with Bancroft has started under Von Sternberg.

Four others are under way, a fifth, "Just Married", having been sent to the editing rooms a day or two ago. These are "Beggars of Life", with Wallace Beery and Richard Arlen and Louise Brooks, the adaptation of Jim Tully's hobo story; Clara Bow's latest, "The Fleet's In"; the first Charles Rogers starring picture, and Zane Grey's modern western romance-thriller, "The Water Hole". Technicolor work is now being done on several sequences of the latter.

KIEGL LAUNCHES NEW
IMPROVED SPOTLIGHT

Kliegl Brothers are announcing a new 125 ampere Kliegl Spotlight of improved design and embodying many novel features.

The new floodlight and effect projector is long range and completely equipped for white and color lighting, framing, fading, and provides everything required in projector operation.

All controls are centralized to facilitate speedy, convenient and easy operation. It projects light any distance up to 150 feet.

Finer adjustments of the arc afford greater amount of light and a shield in front of the arc prevents light from the flame entering the optical system — eliminating ghosts and false light.

The new spotlights are now on display in the showrooms of the manufacturer.

New Airmail Rate

Starting August 1st, the Government air-mail postage rate will be reduced from ten cents a half ounce to five cents for the first ounce, and ten cents for each succeeding ounce.

Any mailable matter except perishables may be sent air mail. Packages not over 50 pounds are also carried.

GREETINGS!
TO
NEW SUBSCRIBERS

F. C. Bonistall, Universal Exchange, Pittsburgh, Pa.

C. L. Tietjen, Vitagraph, Inc., Cincinnati, Ohio

Australasian Films, Ltd., Sydney, N. S. W., Australia

J. Guthrie, Guthrie Theatre, Grove City, Pa.

Sol M. Wurtzel, Fox Studios, Hollywood, Calif

Dreamland Theatre, Columbus, Ohio

Columbia Studios, Hollywood, Calif.

Cameo Theatre, Pittsburgh, Pa.

United Artists Corp., Indianapolis, Ind.

Manhattan Studios, New York, N. Y.

Edward Melniker, Loew's Ohio Theatre, Columbus, Ohio

Harris P. Wolfberg, M-G-M Exchange, St. Louis, Mo.

R. E. Caskey, Paramount Exchange, Pittsburgh, Pa.

Thank you!

EXHIBITORS DAILY REVIEW

RAYART ON FIRM BASIS
STARTING 4TH YEAR

That the Rayart organization, which will be four years old on the 20th of July, is stepping out this year with a series of box office pictures is conceded by everyone who knows the present independent market. In the short space of four years Rayart has grown by leaps and bounds, until today it occupies one of the leading positions in the Independent field.

The company has progressed from a releasing program consisting mainly of westerns and serials at the company's inception until today it stands as a producer of the better type of Independent Photoplays. There will be only twenty releases on the Rayart Program this year, to be known as "The Box Office Twenty," and from the line up with which the company leads off we can predict a big year for Rayart Pictures and Rayart Exhibitors.

Jack Gross Promoted

Jack Gross, formerly manager of the Sheboygan Theatre, Sheboygan, Wisconsin, has been promoted to the managership of Universal's \$1,000,000 Venetian Theatre, Racine, Wisconsin, in place of Mr. Arthur Friedman, resigned. The appointment was announced today by Charles B. Paine.

Wingate Gets Talkie

Licensing Authority

(Continued from page 1)

for review with the pictures, before a license will be granted.

That producers will contest the right of the Censors to regulate the spoken lines in pictures is expected by the New York Board and both sides will welcome a legal test of the rights in the case.

Wingate described the manner in which a test suit will come about. It is anticipated that a producer will submit a picture without the accompanying dialogue, which film will be rejected. After a second rejection basis for a suit will be provided.

Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

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Hollywood News

By JOE HLAIR

The Pathe studio officials were so pleased with the directorial result of "Captain Swagger" that they assigned E. H. Griffith, the director to handle the megaphone on "An Office Scandal" which will star Phyllis Haver.

Louise Dresser is another example of where stage training is going to be a boost in the "talkies". She is to be kept on the Fox lot for an important role in "Aviation" which will be synchronized with Movietone.

Derelys Perdue, former Wampas Baby Star has been selected by Universal to play the leading feminine role with William Desmond in that star's next serial, "The Mystery Rider". She is being loaned to Universal for the summer by the Stern Brothers, who have her under contract.

Buzz Barton, FBO's 13 year old Western star, is scheduled to begin work on "Rough Ridin' Red" under the direction of Louis King.

The first film actress to take a college course to improve her "talking picture" technique is Anita Page, of the Metro-Goldwyn-Mayer studio, who has enrolled as a co-ed at the summer sessions of the University of Southern California.

William Norton Bailey is playing the heavy role in "Waterfront", a current First National picture co-starring Dorothy Mackaill and Jack Mulhall.

Frank Strayer has been assigned to direct "Moran of the Marines", Richard Dix's next Paramount starring picture.

When Olga Baclanova, Paramount's Russian importation, decided to make her home in Hollywood, she also decided to leave friend husband definitely in the old country. They had been separated for some time anyway.

Edward Luddy, temporarily playing gagman, has returned to the art of directing. He takes up the megaphone again for Arthur Lake on the Universal series "Horace in Hollywood".

Sid Grauman, is having a tough time getting a picture for his Hollywood Chinese Theatre. He is after quite a few. Wants Paramounts "Patriot" or "The Racket", Universals "The Man Who Laughs", M-G-M's "White Shadows of the South Sea" or United Artists "The Temptress". Will bet it will be the last one.

Technicolor is going to be used on parts of Fox's "None but the Brave" the set they're photographing now ought to be a wow on the screen. It is a view of a beach club with the ocean in the background and appears in the gayest of colors.

Stan Laurel and Oliver Hardy's next comedy will be a meritorious affair, both boys are getting their sea legs in shape now for the next story which Leo McCarey, supervising director, is preparing.

Following the completion of "The Divine Lady", Corrine Griffith will start "Outcast" for First National. Agnes Christine Johnston is preparing the adaptation and continuity.

The favorite motto of Carl Laemmle, "It Can Be Done" has been chosen as the title of Glenn Tryon's next starring vehicle, to be directed by Fred Newmeyer.

After a month spent in the Navajo Indian reservation in northern Arizona, Fred Thomson and company have returned to Hollywood. All of the exterior scenes of Paramount picture, "Kit Carson," were made on or near the reservation.

Marcia Hariss, well-known character actress, has been added to the cast of "Brotherly Love," now being filmed by Metro-Goldwyn-Mayer as a new Karl Dane-George K. Arthur comedy.

June Collyer is the little lady who will play the feminine lead in Fox's production "Chasing Through Europe".

Columbia's picture "The Scarlet Lady" which stars Lya de Putti, will have Jacqueline Gadeson in an important role.

Richard Barthelmess has left on his schooner "Pegasus" taking a two week's cruise as a rest before beginning work on "Scarlet Seas" for First National.

Metro-Goldwyn-Mayer has purchased the French story "Adrienne Lecouvreur", a play in which the best of France's actresses have starred.

Work on Gloria Swanson's United Artists production "The Swamp" to be directed by Eric Von Stroheim is scheduled to begin the middle of August. This is looked to as one of the big things for the coming season.

Latest additions to the cast of "Show Girl," which First National has just put into production with Alice White in the leading role, are Lee Moran and Spec O'Donnell.

Frazier Coulter is playing the role of judge in "The First Kiss," the Paramount picture co-starring Fay Wray and Gary Cooper.

Ray Schmirt, known along Film Row as "Speed," is now city salesman for the Universal exchange in Portland. This is Ray's second chance at selling, so evidently he'll make good.

Schenck Schedules Synchronization and Sound Effects for All Product

In a statement to the press before he sailed Thursday for Europe, Joseph M. Schenck summed up the plans of United Artists in regard to sound films.

"Many producers, excited by the success of some of the talking pictures, seem to lose their perspective and to assume that the talking picture will be the only sort of picture in a short time from now," said Mr. Schenck. "Therefore they calculate that a mass of spoken words as a part of each screen production is to be recommended.

"But really there is no good reason for believing this. A little thought will show that sound effects must be used judiciously. The spoken word must be used even more carefully. In fact, it should be used only where it will intensify the dramatic suspense or the dramatic situations or

the action of the drama. It is important to remember that the picture is still the foundation of screen entertainment, and sound only an accessory.

"Over-enthusiastic producers believe because the novelty of some talking pictures received unusual response from the public, that the basic screen entertainment will be superseded. It will not be. As a parallel case, note the growth of the illustrated tabloid newspapers and rotogravure sections, in spite of talking machines and the radio. The public is even more firmly interested in the silent motion picture than in illustrated newspapers or picture books and will continue to be.

"Forthcoming product for United Artists will have in every case, synchronized music. In some instances, wherever sound effects are adaptable, it will also have sound effects for dramatic strength.

D'Usseau Directs

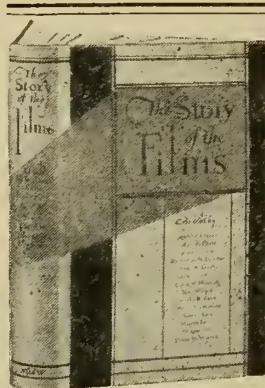
Leon d'Usseau has been assigned a directorial position with FBO, according to recent announcement, and will assume his new duties next week when he starts production of "Fury of the Wild", starring Ranger, FBO's dog star.

D'Usseau has been associated with the production of motion pictures for several years.

Nathanson Returns

TORONTO—Henry L. Nathanson, Sales Manager of Regal Films Ltd. has returned from a convention of Western Exchange Managers, held at Winnipeg.

Nathanson reports that Pathe and Metro-Goldwyn-Mayer product is becoming increasingly popular through Western Canada.



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Edited by JOSEPH P. KENNEDY
PRESIDENT, FBO PICTURES CORPORATION

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Universal Ready to Launch Talkies

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 6

New York, Monday, July 9, 1928

FIVE CENTS

OBSERVATIONS

Film History

Dig out your files of the incomplete history of the motion picture industry and add a new chapter. Written at the Warner Brothers Studio in Hollywood by Mr. Vitaphone and presented for public consumption in the Strand Theatre for the first time, during the early hours of Saturday morning.

Subject matter—"the first 100% all talkie" feature length (in this instance about four reels) and as such, was a tremendous success. Everyone will tell you, talking pictures are in its infancy, "Lights of New York" demonstrates that it is growing to be quite a boy, a little erratic yet but with the proper schooling and stern training, will be quite a man.

This first subject should and will make a lot of money for both the producer and the exhibitor.

Welsh

Bob Welsh has "clicked" at Universal City. Has a big job, knows it and the manner he has gone about it has won the respect, the admiration and cooperation of everyone connected there. His word is final and they know it.

In the past a general managers reaction to something meant nothing as long as it did not please the chosen few who seemed to have a hidden power to run things the way that best suited their desires.

What has been a hot-bed of Bolshevism is now a production plant for the making of motion pictures because Welsh is supreme and Welsh has sufficient capabilities to handle it. The final results will be shown in Universal's new product.

Trouble Ahead

Somebody is going to have a lot of fun and a heap of trouble, if, as reported, M-G-M have sold some of the Mayer and Schneider houses in New York, next year's product. Sapiro says M & S belong to him and he alone can do the buying. M & S don't believe it. Neither does M-G-M. Going to be a fight for life on the Sapiro end.

Talking Producers

Every producer, large and small, has announced that a portion of their releases next season

(Continued on page 2)

UNIVERSAL TO LAUNCH TWO MUSICAL COMEDY TALKIES

MAXWELL TIES UP 4 U.S. DISTRIBUTORS

British International Deal with Pathe—F B O—1st National—P-F-L

By SAM HARRIS
Proprietor "Today's Cinema"

LONDON—As a result of the long visit of John Maxwell to America, a deal has been closed between British International Pictures, of which Maxwell is Board Chairman, and four American companies. They are First National, Paramount, Pathe and FBO.

The new alliance between the International producers is not only intended for distribution of product on a reciprocity basis, and thus guarantees BIP a wider foreign distribution than any other British company, but also contemplates an exchange of talent for the coming producing season.

In an interview, Maxwell stated that the idea met with the favor of the four producing companies approached. Each of the American companies will feature British stars in a few pictures and in return, BIP will use young American players who are being groomed for bigger things.

NEW YORK — In an attempt to verify the existence of such agreement
(Continued on page 3)

Philadelphia M.P.T.O. Ban Non-Member Cases

PHILADELPHIA—It is likely that members of the Philadelphia theatre owners will refuse to sit in on arbitration of non-member cases hereafter until a satisfactory conclusion is had in the Feeley Theatre vs Universal case. Members of the arbitration board refused to sit in on this case when it came up recently, because the Feeney Theatre of Hazelton, Pa., was not a member, had refused to join the M.P.T.O. and representatives of the house had made disparaging remarks and unjust criticism of the fairmindedness of the Board.

"KING OF KINGS" NO PRECEDENT SAYS W. E.

At the offices of the Electrical Research Products, Inc., Saturday, it was stated that at the request of officials of the Radio Corporation of America, permission was given that organization to make certain alterations in the Western Electric sound projection equipment in the Rivoli Theatre.

This was given in order that the showing of "The King of Kings" with Photophone sound accompaniment might go on beginning Saturday as scheduled.

The changes were made under the supervision of Electrical Research
(Continued on page 3)

Exhibitors Yelling "Murder" Rentals Exceeding Receipts

WALKER FIGHTS UNION MUSICIANS PROPAGANDA

Clyde A. Walker, editor and Publisher of the Motion Picture Record of Seattle devoted his editorial comment last week to the fight now raging between Musicians' Unions and Theatres using synchronized mechanical music.

The gist of his remarks throws the burden of proof on the musicians who must prove that they belong to the "big time" by the quality of their performances.

Walker's Editorial reads:
(Continued on page 2)

Commenting on the story regarding the probable combining of the buying forces of the important independent exhibitor groups in New York, printed in a recent issue of the DAILY REVIEW, a prominent N. Y. exhibitor had this to say:—

The story in Exhibitors Daily Review last week regarding the probable combining of buying forces of the T.O.C.C. and the I.M.P.E.A., created widespread interest throughout the industry.

In commenting to the Review about the story he gave as reasons for the unrest among the independent exhibitors the following side-

(Continued on page 4)

"College Hero" and "The Minstrel Show" to Put "U" on Top

"The College Hero" will be the first musical comedy ever written for the talking screen, according to Universal Pictures Corporation.

The story is now in preparation and will be a compilation of four series of "Collegians" stories written by Carl Laemmle, Jr.

This picture is planned to be a spectacular college talking, singing, dancing and sports picture, and will employ many of the original casts of "The Collegians". Nat Ross may direct.

Joseph Cherniavsky, under 5-year contract to Universal is preparing appropriate music for the production, and has the promised assistance of composers and writers of the Irving Berlin organization.

The second talking musical comedy plan is "The Minstrel Show" founded on story by George Rogan and Norman Sper. This picture will revive old-time minstrelsy of a generation ago.

LASKY-SCHULBERG LEAVE FOR COAST SOUND PROD.

Monta Bell Appointed Production Executive Astoria Studio

Following a series of conferences in which he outlined the production of sound pictures both in Hollywood and in Astoria, Jesse L. Lasky, first vice-president Paramount Famous-Lasky Corporation left for Hollywood (Saturday).

Accompanying Mr. Lasky to Hollywood was B. P. Schulberg, who was summoned East a few days ago to attend the conferences; Harry Goetz, assistant treasurer of the company; Fay Wray and her husband, John Monk Saunders.

"We are going ahead full steam, both East and West, in the production of sound pictures," said Mr. Lasky before his departure. "With Mr. Schulberg and Walter Wanger I have gone over plans for a most comprehensive program which will occupy both our Hollywood and Astoria studios to their capacity."

"We have engaged Monta Bell as production executive of our Long Island studio. Mr. Bell, will arrive from Hollywood tomorrow and will have active charge of the production of several subjects which we plan to start immediately at Astoria."

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hempsstead 1514).

London Office, and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. I.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

FILM SHORTS

Benny Burke, of the Manhattan Studios, insists that all production is not centered in Hollywood. As proof he suggests that Charles Ascott starts shooting Monday on a series of novelty sound pictures and further, within ten days the production of two serials will start.

Matty Radin, Eastern Sales Manager of Gotham Productions, has left for a two week trip through New England.

Thanks Dave Bader for well wishes. Doubled in spades. Ditto for Billy Brandt.

The film colony on the Coast is doing itself proud during Mayor Jimmy Walker's visit. Mr. & Mrs. Ned Marin entertained Jimmy at dinner last week and some of the sprightliest gurlies in the colony played along the festivities. Jimmy was only an hour late.

Pola Negri, interviewed in Paris, sees the "talkies" as 'fourth-rate town' entertainment, and does not believe in the success of the talking picture, but does believe it creates atmosphere. Sour Grapes?

Capt. George H. Wilkins, Arctic airman, visited the Paramount Bldg. the other day and was shown news reel pictures of his flight from Alaska to Spitzbergen. Said "that fellow Wilkins is a great fellow".

Happy birthday, Lon Young and John Harris.

Two troublesome tonsils that have squawked, bawked and made more trouble than four women put together and Bob Wolff, Pathe New York Sales Manager, is mighty glad that they're out. At present, he is recuperating at the Polyclinic Hospital and his many friends, through the medium of your paper, wish to take this opportunity of wishing him a speedy recovery.

Ran into Tammany Young at the Vitaphone showing Saturday morning at the Strand. "Tam" said, "us actors will get a chance at them movies now, since they got them talking".

SOUND FEATURETTES

Reviewed by Blanche F. Livingston

"CELESTE AIDA"

Vitaphone—Warner Bros.

Featuring Giovanni Martinelli
Superb rendition. Acceptable anywhere.

This selection from Verdi's opera "Aida" is familiar to nearly everybody and always strikes a popular note. Martinelli in effective costume would be worthy in himself of admission paid for the whole show. To those who have never had the opportunity to hear the famous tenor of the Metropolitan Opera Company in person, this number will mean a great deal.

"THE TWO WHITE ELEPHANTS"

Vitaphone—Warner Bros.

Featuring Bailey and Barnum
Black-faced boys, one singing and the other accompanying him on a guitar. Makes fairly good number.

These are two former members of "Lady Be Good" and "She's My Baby" cast on the musical comedy stage and they are the type who know how to get their songs across without a lot of monkey-business on the side. Their selections are "No Wonder I'm Happy", "Back in Your Own Backyard", "A Night in June" and "I'm Walking on Air".

Sapene Building

Color Film Studio

M. Sapene, proprietor of Cinermans-Films de France and Le Matin, has made an agreement with the owners of the Keller-Dorian color process to build a special studio for the production of color films near those existing at Joinville. The contract states that the studio must be ready within eight months.

Since Eileen Sedgwick changed her name to Greta Yoltz, she has hardly had a single day away from the studio. And yet some people ask "Whats in a name?". Ask Eileen, she knows.

We received a press yarn recently informing us "when Wesley Ruggles decides to lay away the megaphone, he is going in for professional golf". There might be some truth to that for "Wes" is quite a golfer. We know, having bet on Eddie Sutherland, in a match last Spring, to beat Ruggles.

We understand that Universal is soon to elevate Joseph von Pasternak to the position of director. Joe has been a valued assistant at Universal for several years.

Herbert (Sapiro) Ebenstein is a walking (or sitting if you like) encyclopedia of the motion picture industry. If you want to know ANYTHING about the industry, Herbert can tell you. And that's no 'foolin'.

What is more deserted than a film office on Saturday afternoon? You are right—two film offices.

Harry Brandt and his family deserted Long Island for the week end and hiked it down to the Jersey shore. If you know Harry, write your own answer.

NEW PICTURES

"THE PERFECT CRIME"

Reviewed by F. W. Stibick

FBO

Directed by Bert Glennon

Featuring Clive Brook, Irene Rich, Ethel Wales, Carroll Nye, Gladys McConnell, Edmund Breese, James Farley, Phil Gastrock, Tully Marshall, Jane LaVerne.

A box-office picture that leaves much to be desired.

Audience Appeal: Deals with the mystery type of new story in vogue.

Story Value: This is one of those pictures which promise interesting things but never delivers them. The crime is far from being perfect and the solution is most disappointing. Benson, a famous detective, promises his fiancée, Stella, to give up his profession which she detests. However, he is intrigued by the perfect crime idea to see how intelligent the police are. He murders one of his tenants, and is then shocked to learn that an innocent man is convicted. Stella prevails upon him to prove the man's innocence, so Benson confesses the murder. In the end it proves to have been only a dream.

Acting: The intelligent acting of Clive Brook and Irene Rich was the salvation of this picture. Minor roles capably handled.

Technical Treatment: Handicapped by story direction is nevertheless very clever. Cutting in the beginning and more action in the end would improve the picture.

"LOVE IS A LIE"

Reviewed by Blanche F. Livingston

Elko Production

Directed by Eric Waschneck

Featuring Lee Parry, Harry Leidtke.

A ponderous German-made film, a little above the average of recent importations.

Audience Appeal: Title has a pulling power. That's about all there is to offer, unless foreign picture are particularly alluring to your patrons.

Story Value: After prolonged dips into the realms of psychology and frequent displays of revolving wheels and engines—all in the most approved German fashion—the plot finally gets off to a fair start. A chambermaid marries the rich man of the town in order to support a good-for-nothing father and brother. She falls in love with her husband who is later led to believe that his wife has been unfaithful. He takes himself off in a fine huff. On the heels of the news that her brother has murdered her father and hung himself, the wife feels that her husband's departure is a little too much to put up with. She follows suit and puts a noose around her own neck, but is rescued by the now properly repentant and deeply loving husband.

Acting: Harry Leidtke has the makings of a good actor. Lee Parry does well.

Technical Treatment: Poor direction failed to disclose any connection between title, psychological introduction and story. Made some tense scenes ludicrous. Cutting need. Settings and lighting generally poor but some excellent photography.

"MOTHER KNOWS BEST" FOX TALKIE COMPLETED

Well in advance of release dates five pictures were completed at the William Fox West Coast Studio within the week.

"Mother Knows Best," adapted from Edna Ferber's story and produced with Movietone sequences in which Madge Bellamy, the star, does her first work in sound, was the last of the five to be finished. J. G. Blystone directed.

The other four productions completed are: "Me, Gangster" which Raoul Walsh directed with Don Terry and June Collyer in the principal roles; "None But the Brave," an Albert Ray production featuring Charles Morton, Sally Phipps, Farrell Macdonald and Tyler Brooke; "Prep and Pep," David Butler's undergraduate story with David Rollins, Nancy Drexel and John Darrow; and "The River Pirate," starring Victor McLaglen with Lois Moran, Nick Stuart and Earle Foxe in support and directed by William K. Howard.

Walker Fights Union

Musicians Propaganda

(Continued from page 1)

some of the public with their propaganda, and make a few people believe that the big movie interests

Possibly the musicians can fool are trodding the musicians down and out; but they'll never get a willing listener to their stories among the patrons of such theatres as the Seattle, the Portland, the Columbia in Seattle or the Orpheum in Seattle.

Customers at the Seattle Theatre, after enjoying the beauty of the house, the comfort of the seats, the entertainment of the picture, have to listen to the various scrapings, screechings and twangings of the tuning-up process of the musicians in the pit before they are given the overture and then the splendor of the Publix revue.

The same tuning up seemed necessary at the Portland Theatre, when the writer visited that house when last in the Rose City.

At the Columbia in Seattle, the tuning-up process went on for months—was stopped for a while—and now seems a part of the musicians' program again.

At the Orpheum in Seattle, in addition to the tuning stunt during the quiet portion of the motion picture program (no organ at the time), patrons are often given a little extra dose by the organist doing his cute little "laff" on the organ, or playfully running over the console to say "hello" to some friend who has just come in.

When one visits Seattle's or Portland's finest theatres, they usually expect real, honest-to-gosh "big-time stuff"—not such a jarring note as the musicians seem to insist on giving with their racking conglomeration of screeches.

OBSERVATIONS

(Continued from page 1)

son will have "sound" in some matter of form. Looks like most of them are talking, particularly a lot of the smaller independents. Its tough to make sound pictures merely with "talk". A lot of money enters in this conversation.

WILKERSON

Broadway Theatres

WINGS—**Criterion**. Paramount production. Forty-eighth week. Continues record breaking pace.

TRAIL OF '98—**Astor**. M-G-M production. Seventeenth week. Receipts below average.

TEMPEST—**Embassy**. United Artists production. Eighth week. Slumping a trifle.

END OF ST. PETERSBURG—**Hammerstein's**. Sovkino production. Seventh week. Staying up with the leaders.

FAZIL—**Gaiety**. Fox production. Sixth week. Still going strong.

THE MAN WHO LAUGHS—**Rialto**. Universal production. First time at popular prices after playing nine weeks at the Central.

THE LION AND THE MOUSE—**Warner**. Warner production. Fourth week. Getting its share.

THE RED DANCE—**Globe**. Fox production. Third week. Drawing a crowd.

KING OF KINGS—**Rivoli**. Pathe production. With R.C.A. Photophone synchronization and first time at popular prices.

HIT OF THE SHOW—**Roxy**. F.B.O. production. Featuring Joe E. Brown the famous stage comedian.

THE RACKET—**Paramount**. Caddo production released by Paramount. Starring Thomas Meighan.

THE ACTRESS—**Capitol**. M-G-M production. Norma Shearer in an adaptation of Pinero's "Trelawny of the Wells."

LIGHTS OF NEW YORK—**Strand**. Warner production. First "All Talkie".

GRIP OF THE YUKON—**Hippodrome**. Universal production. Francis X. Bushman starred.

LOVES OF JEANNE NEY—**Cameo**. Sovkino production. Featuring Edith Jehanne.

CONCORDIA SOUND FILM CORP. OF AMERICAN PLAN

In addition to the half dozen first-line talking pictures outfits now operating in the industry, there will be a new organization formed in New York to engage in motion picture talking production.

This organization will be the Concordia Sound Film Corporation of America. The President of the company sailed for Europe last Thursday and will not return until the Fall when operations will be launched.

UFA Books 2

The UFA New York Exchange has booked two of their new pictures on Broadway next week. "The Loves of Jeanne Ney" goes into the Keith-Albee Cameo and "Apaches of Paris" goes into the Broadway.

Friedman Sailing on Deutschland Sat.

Joe Friedman, continental European supervisor who was to sail on Friday has postponed his trip until next Saturday, July 14th on the S. S. Deutschland.

Friedman has been here for several weeks conferring with Mr. Laemmle.

Warners-Consolidated Stocks in Demand

Wall Street comment on film stocks Saturday boosted Warner Bros. "A" and Consolidated Film Industries Preferred.

Warner Bros. "A" has been moving forward steadily on buying which has come from important quarters. Explanations for the demand are prospects of good increases in monthly earnings because of the growing use of Vitaphone.

Rumors are also heard that the company is likely to acquire another theatre organization soon.

About Consolidated, the preferred stock of this company is favored because the issue shows a yield of better than 8% at prevailing prices. The company has six plants in operation and has customers among all the large producers.

FADMAN'S SUCCESSFUL FRENCH THEATRE DEAL

PARIS—Edwin Miles Fadman who is directing the destinies of the famous Theatre des Champs-Elysees, and formerly head of Red Seal Pictures in New York, is making a success of this theatre, after various contingent and censorship difficulties.

Over a period of 15 years, the theatre had failure after failure and when Fadman took hold of it last November, opening with a preview of "King of Kings" and other successful American pictures receipts became phenomenal for this house. Fadman will produce jazz opera in his theatre for change of routine.

"King of Kings" No Precedent Says W. E.

(Continued from page 1)
Engineers. It was stated that Saturday's action establishes no precedent as to the future policy of the Electrical Research Products Company.

The first public demonstration of a Photophone synchronized score almost came to grief through overlooking the fact that the theatre was not equipped with Photophone projection arrangements and only had Movietone-Vitaphone Western Electric Equipment.

Due to the fact that the Photophone sound track is wider than that of Movietone, and would necessitate alterations in the light beam aperture to fit Photophone sound band, Photophone experts appealed to Research Products to abrogate definite agreements with the theatre that no alterations would be permitted to be done by the theatre to Western Electric equipment.

Maxwell Ties up 4 U. S. Distributors

(Continued from page 1)
ments as were stated by Maxwell, the Review ascertained Saturday from E. Bruce Johnson, head of First National Foreign Distribution that to his knowledge there has been no such alliance made.

Attempts to reach Paramount, FBO and Pathe Foreign representatives failed as they were away over the week-end.

Greetings to NEW SUBSCRIBERS

Majestic Theatre, Columbus, Ohio
Woodward Theatre Co., Detroit, Mich.
Movie Poster Service, Cincinnati, Ohio
Richard W. Sears, Pathe News, Boston, Mass.
Grandada Theatre, Indianapolis, Ind.
Joe Goetz, Keith-Albee State Theatre, Dayton, Ohio
New Salem Theatre, Dayton, Ohio
Palace Theatre, Indianapolis, Ind.

Thank you!

Exhibitors Daily Review

"Son of Golden West" Tom Mix First FBO

"Son of the Golden West", the first super-western Tom Mix will make for FBO, will be started at the Hollywood Studios of the company today.

The story was written by George Pyper, and is a dramatic tale of the Pony Express. Sharon Lynn has been selected to play Mr. Mix's leading woman, while Tony, Mix's wonder horse, will share honors with his master in the leading role.

French to Build N. Y. Theatre for Pictures

A new French company, entitled "The French Cinematographists," has been founded in Paris. They propose to build a big and up-to-date theatre in New York and screen there only French pictures.

The capital of the company is 25,000,000 francs.

Automatic Copyright for Uniform Law

An "automatic copyright" clause is incorporated in the uniform law drawn up by the International Copyright Conference at Rome, which will be proposed to the Parliaments of the world for ratification.

It provides that the moment a writer, musician, or any other creator sets down his thoughts on paper they are automatically copyrighted without the necessity of further formalities.

Registration of writing and composition in special offices to be established in each country will exist only as a convenient means of establishing priority.

Du Pont Vitacolor

WILMINGTON—The Max B. du Pont Vitacolor Corporation has been organized here, with 5,000 shares of common stock, and will engage in a new process of film manufacture, embodying possibly sound and color photography.

Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

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WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

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Hollywood News

By JOE BLAIR

In order that Murnau may have Mary Duncan in his Fox picture "Our Daily Bread", Frank Borzage has agreed to stop production from the middle of August to the middle of September on "The River" in order to allow Miss Duncan relief and time to get in her scenes in Murnau's production.

"The Home Townners" will be the last picture Irene Rich will do under contract for Warner Bros. She has turned free lancer and as such will begin by playing in "Ned McCobb's Daughter".

Estelle Taylor has just begun work in Ralph Ince's "Singapore Mutiny" for FBO. Upon completion of this Miss Taylor with her famous husband, Jack Dempsey, will immediately leave for the east and their stage play.

Zazu Pitts has been signed by Paramount to play Emil Jannings' first wife in "Sins of the Fathers," the German star's next production. Jean Arthur, recently added to the Paramount contract list, and Jack Luden have also been assigned to the cast of the Jannings picture.

The Countess de Malroy, related to the nobility of Several European countries, was a recent visitor on the "Oh, Kay!" set at First National Studios as the guest of Colleen Moore, the star. The Countess told Miss Moore that she is a favorite in European theatres.

"The Last of Mrs. Cheney", Frederick Lonedale's play in which Ina Claire was starred, has been acquired for the screen by Metro-Goldwyn-Mayer and will be Norma Shearer's next starring vehicle following "A Little Angel." The latter picture goes into production next week.

One of the most peculiar pets yet acquired by a screen actress is that of Clara Bow's. It is a very small species of bear which lives entirely on eucalyptus leaves.

Ronald Colman will be the first United Artists star to have his voice register on the screen. Sam Goldwyn has injected at least one talking sequence in "The Rescue" which will be done with Movietone score.

Joe Levigard, who has been steadily advancing to a full directorship at Universal City by way of one and two-reelers, is to handle the megaphone on his first real feature starting today. It is "The Midnight Mystery."

Ramon Navarro is back at the Metro-Goldwyn-Mayer studio after a three months' vacation with his family in Europe. Traveling under the family name of Samenagos, Navarro went about unrecognized a greater part of the time.

Daily Airplane service has been established between Los Angeles and San Francisco by First National Pictures while the "Waterfront" company is on location in the latter city. The planes will carry exposed film to the studio, and return with the developed scenes.

Hollywood Rounds up the Talking Talent

The Central Casting Bureau is rounding up information on its 11,000 extras, as to their speaking experience.

A notice has been sent to all of the studio casting offices asking extras to send in information on the following subjects:

Have you had any stage experience?

Can you speak lines?

Can you sing?

Have you had any musical comedy experience?

Sailor Vincent, retired undefeated welterweight champion of the United States Navy, and known during his boxing career as "the iron man of the Arizona", has been signed for a small part in Clara Bow's current starring picture for Paramount, "The Fleet's In."

A trio of famous athletes who happen to be working together on the picture-making of Pathe's "Love Over Night", are J. Joseph Mescall, head cameraman; Sanford Hewitt, scenarist and E. J. Babilie, assistant director.

Clarence Badger is slated to handle the megaphone on Clara Bow's picture for Paramount titled "The Saturday Night Kid".

M-G-M has signed up Ethel Wales for a featured role in "The Mask of the Devil", John Gilbert's starring vehicle.

The next photoplay selected for Douglas Fairbanks will be from Alexander Dumas' story "The Man in the Iron Mask".

Marceline Day succeeds Sue Carol who was cast in M-G-M's "A Single Man".

Larry Darmour, producer of the "Toots and Casper" series for FBO, has cast Thelma Hill and Buddy Duncan in the two leading parts.

James T. O'Donohue has completed the adaptation and continuity for "Show Girl," Alice White's first feature vehicle for First National which Alfred Santell will direct.

Otis Harlan, veteran character comedian in Universal features, has been selected to play the role of Capt'n Andy Hawks, commander of the good-ship "Showboat" in Universal's picturization of the famous Edna Ferber novel. This almost completes the cast of principles.

Jack Byron, young screen character actor, has been added to the cast of Jim Tully's "Beggars of Life," which William Wellman is directing for Paramount. Wallace Beery heads the company, with Louise Brooks and Richard Arlen.



What company startled the American picture public with such masterpieces as

"VARIETY"

"FAUST"

"METROPOLIS"

"PASSION"

UFA—OF COURSE—AND MORE COMING



NEW UFA PRODUCTION HAS CAMEO PREMIERE

Another UFA Production, "The Loves of Jeanne Ney", a red drama of the Russian Revolution, which starts in the Crimea and ends in the Latin Quarters of Paris, is the feature at the Cameo Theatre beginning this week.

The story is adapted from the novel of the same name by Ilja Ehrenberg. The picture is produced on a high artistic level, with the lighting and photography tremendously helping to emphasize the dramatic strength of the story. G. W. Pabst directed the picture with a cast headed by Edith Jehanne.

PAYS HALF MILLION FOR SALT LAKE HOUSE

SALT LAKE CITY—A new corporation, The American Theatre Operating Company has been formed to operate the American Theatre, which will be remodeled after the style of Glasmann's Orpheum Theatre in Ogden, Utah.

A. L. Glasmann is President and about \$450,000 passed as the purchase price. Carston Dahnken represented the Fred Dahnken estate and the American Theatre Company. Dave E. Shayer will remain as manager.

Exhibitors Yelling 'Murder' Rentals Exceeding Receipts

(Continued from page 1)

lights.

At the beginning of the 1927 buying season, all theatres were having a fairly good year and prices contracted for, on the new product, were predicated upon the business done in 1926-27.

Then came a slump in box-office receipts throughout the country, it being estimated that the slump averaged from 33 1/2% to 50%. Nevertheless, exhibitors were obliged to pay the rentals contracted for during the prosperity period.

As a result the economic situation became such that in many instances the theatres were not taking in receipts what they were paying out in film rentals.

Despite the economy wave which swept the studios and resulted in greatly reduced production costs, practically all the producers are today asking for the same money this year for their product as in previous years,—coming as it does after one of the most disastrous years in the history of the business.

Exhibitors know that producing and distributing costs have been reduced but they are not being passed on to the exhibitors.

Coming conferences between the two New York theatre-owner groups the next one of which will be held in the offices of the Theatre Owners Chamber of Commerce tomorrow, will be watched with considerable interest.

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 7

New York, Tuesday, July 10, 1928

FIVE CENTS

OBSERVATIONS

Too Harsh

Being a critic, one must criticize. However don't think some of the men covering the all-talkie "Lights of New York" for the New York Dailies should have treated it so harshly. Their objection being the sound, instead of coming from the mouths of the players seemed to emanate from their vest pockets, under the stage or from the orchestra pit. It did not strike us that way. There is no doubt but what the sound reproduction had some little defects, but that is to be expected at this stage of the game. For the most part we felt that Vitaphone had taken a tremendous step in the right direction and should be given great credit. From facts we have, most of the part, talking and singing pictures have had quite a box office vogue, accordingly do these critics feel they know more than the public who pay to sit in and judge?

"Hell's Angel"

Recent information from the coast is to effect that Howard Hughes, youthful if not thrifful head of Caddo has purchased four additional planes for use in the air sequence of "Hell's Angels". This makes about thirty planes bought for this picture. He has been directing the picture himself since Luther Reed finished the interiors last November. They say he has over Nine Hundred thousand feet shot of exteriors that could not run over three thousand feet in finished product. Picture started last September. Cost so far around Two Million and finish not yet in sight.

Page von Stroheim

They tell a story of Hughes ordering three extra cameramen and with his studio orchestra, shot all of one day making an insert of a hand coming in the picture cutting a piece of wire. Required twelve hours, twenty-six thousand feet of negative at total cost of \$2,940. Insert will probably run ten feet when cut into the picture.

Summer

We were in three Broadway houses Sunday afternoon and evening and in that manner escaped the terrific heat of the day. If Mr. and Mrs. John Q. Public could have been with us, they would not have sweltered at home or out on the road roasting in a car. The theatre of today, with their modern cooling systems, should in some manner

(Continued on page 2)

STANLEY SHAKEUP NEXT WEEK SABLOSKY SLATED FOR K-A-O

No Holdup on "Lilac Time"

Central to Have Photophone

When First National's "Lilac Time" opens on August 3rd for its New York Premiere at the Central Theatre, there will be no repetition of the threatened holdup at the Rivoli Theatre last week on the "King of Kings" opening.

First National and RCA Photophone, with which the picture is scored, both announced yesterday that Photophone equipment and attachments will be installed at the Central to take care of the run of "Lilac Time".

For "King of Kings" synchronized version, scored with photophone and booked into a theatre which was Western Electric equipped, special permission had to be obtained from Western Electric to alter the sound aperture and gate to accommodate Photophone.

The picture will also have a theme song, especially composed by L. Wolfe Gilbert, called "Jeannine, I Dream of Lilac Time."

Rossheim Position Unshaken — Other Officials to Go

Philadelphia—Big changes are impending at the Stanley Company of America offices according trade press reports. It is strongly rumored that Abe Sablosky, Vice-President of the company would hook up with the Keith-Albee-Orpheum chain either in an executive capacity or as head of the vaudeville booking department and will cooperate with Kennedy to put that organization on its feet again.

There is no question but that at the next Board of Directors meeting (Continued on page 2)

BUYING SEASON FACES SELLING DEPRESSION

Exhibitor reports from the Eastern States indicate that the coming buying season will start with stiff sales resistance. Exhibitors who have been hard hit by a drop in business plus the usual summer slumps, plus their indecision and inability to obtain talking film equipment, are slow to sign up for next season's product.

The sales forces of the various film companies, according to "The National Exhibitor," will encounter much stiffer sales resistance than in former years due to several reasons.

This year a general industrial depression have forced many theatres into the red and they are now in-

(Continued on page 2)

Heat Closes Office

Several of the larger motion picture companies closed their offices earlier than usual yesterday, due to the extreme heat. Universal shut its home office at 4:00 P. M. and Metro-Goldwyn-Mayer closed down at 4:30 P. M.

Fox, Paramount, Pathe, FBO and others remained going. The latter two companies close down on Saturdays during the summer months.

Warner's New High

Warners Brothers "A" stock on the New York Stock Market yesterday reached a new high level, when the price went to 45¼. The stock took a 3¼ Pt. rise yesterday and exceeded the previous high of 43¼. It has been steadily booming upward throughout the past week.

WARM HOLIDAY WEEK REACTS ON B'WAY FILMS

Considering a warm week in addition to the 4th of July holiday, pictures stood up as well as could be expected. The Roxy came through with \$88,000 on "The Michigan Kid"; Paramount Theatre did \$65,800 on "The Big Killing".

"The Cossacks" in its 2nd week at the Capitol played to \$56,339.60; "The Drag Net" in its last week at the Rialto did \$15,600. "The Red Dance" took in \$14,135 and "Wings" refused to bow its head, with \$11,050. "Lion and the Mouse" at the Warners took in \$12,865.75.

"Fazil" reported \$7,380 at the Gaiety; "Trail of '98" did \$6,832.50; "The Temptress" did \$6,072 and "Dawn" surprised with \$8,500. "The

(Continued on page 4)

P-F-L AND PATHE IN DARK ON BIP PICTURES

The Paramount and Pathe Foreign Departments yesterday added their denials to those of First National that any new distributing deal had been made with British International Pictures, despite the assertion of John Maxwell in London last week.

Paramount is only concerned at this time with its present quota arrangements which call for five or six pictures to be made in England this year for that company. Their officials deny even having seen Maxwell when he was here on his last visit.

The proposed deal called for an exchange of film stars and a wider distribution of BIP product in this country.

Friendly Suits May Determine If I.M.P.E.A. Buying Is Legal

2nd Joint Meeting of Indes at T.O.C.C. Today

Following the conferences last week between the T.O.C.C. and the I.M.P.E.A. on common problems confronting the independent theatre owners of the Greater New York District this year, both organizations yesterday sent telegrams to all exhibitors in the district concerned to be at the offices of the T.O.C.C. not later than 10:30 today for an extremely important meeting.

Reports along booking arrangements will be rendered as a result of last week's meeting.

There have been numerous rumors along film row in the past week that independently of whatever prior contracts may exist between Mayer & Schneider Theatres and the Independent Motion Picture Exhibitors Association of New York, the Metro-Goldwyn-Mayer organization has contracted with the M & S Circuit to sell them 1928-29 product in their Roosevelt, Odeon and Douglass Theatres.

If this is the case it is expected that the Sapiro organization which is now suing M & S for payment of dues in the I.M.P.E.A. may consider fillug injunction papers against (Continued on page 2)

DAILY REVIEW

Reg. U. S. Pat. Off.
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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

FILM SHORTS

We understand that the Hon. James J. Walker will pay a short visit to New York in order to attend the opening of "Lilac Time" August 3rd, at the Central Theatre.

Kathleen Kay is in town from the coast. Welcome Katie.

Joan Clement used to rate a \$25.00 extra's check over at Paramount Long Island. In steering her plane away from a pedestrian and into another plane yesterday at Roosevelt field, she showed the coolness that used to make that \$25.00 check possible.

Whatever happened to T. Hayes Hunter? We'll tell you. Directing a picture for Gainsborough Pictures, Ltd., in London. Working title "A South Sea Bubble".

Add to your list of big pictures coming in the Fall, "White Shadows in the South Seas" a M-G-M release. Coast reports give it glowing notices, our correspondent says it will be the greatest sensation of the year.

Congratulations to A. P. Waxman, Warner publicist extraordinary, for his idea is circulating special WOMAN'S PAGE press-sheet for newspapers all over. Fashion hints and recipes will get Warner stars additional publicity. All that is lacking in the sheet is "Advice to the Lovelorn." How about it A. P.!

Frank Richardson of Movietone pulls a good one. Says that there are two gates in which the projectionist is supremely interested. The one his girl gives him and the sound gate.

The Park Plaza, New York neighborhood house, one of the first off Broadway, to use Vitaphone, reports satisfactory business.

Dave Solomon of the National Theatre Supply N. Y. staff is organizing a social and sport club for employees.

Gold-Hawk Pictures who will film the Tunney-Heeney fight have appointed L. C. Wechsler to cover Brooklyn and Long Island sales and Henry Cole and Fred C. Robke for upstate.

SOUND FEATURETTES

Reviewed by Blanche F. Livingston

"THE BOOKWORM"

Vitaphone—Warner Bros.

Featuring Harry J. Conley, Ethel DeVoe, Duncan Harris.

Low comedy playlet which provokes a lot of laughter.

If your patrons have enjoyed the two-reelers of more or less a slapstick nature, they will certainly find entertainment in this one where sound has been injected. Conley has been taken from the ranks of stage stars and he knows the value of the spoken lines. His voice registers well and he is a good comedian. The dialogue on the whole is a little too measured.

The story by Willard Mack opens in a bookshop where the Sap is seen and heard talking to the clerk. The 'phone rings and the woman they have been discussing because of her reputation for beauty, etc., calls for a book which the Sap offers to deliver in order to get a glimpse of her. The next scene is in the Vamp's home. The butler admits the Sap and the Vamp almost immediately advances upon him. Here is where the rough and tumble act comes in. At times, this is funny; at times, silly, but anyway it gets the laughs. The final shot shows the Sap being awakened from his dream by the subway guard.

GERMAN EXHIBITORS HOLD CONGRESS IN AUG.

BERLIN — The German Motion Picture Theatre Owners Association called the Reichsverband Deutscher Lichtspieltheaterbesitzer has called a general conference for the advancement of German motion pictures all over the world. The Congress will be held in Berlin from August 21st to 24th.

German distributors will be invited to attend and trips to Potsdam and Babelsberg, the Studio Center of Germany will be made. The gathering will close with a banquet on the evening of the 24th.

Buying Season Faces Selling Depression

(Continued from page 1)

clined to estimate their ability to pay, on their present and past season business, not on futures.

Still another angle that will militate against the exhibitors ability to pay the same prices as last year, is the number of new houses which have sprung up. These theatres in their respective zones make way for additional product, but it also cuts into the business of theatres already on the spot.

The chief beneficiary of theatre additions is the independent exchange, which are expected to benefit greatly from approximately 500 new theatres added to the grand total during the past year.

OBSERVATIONS

(Continued from page 1)

make the public believe the theatre is the coolest spot in town. There is no reason for a slump in any theatre during the summer, if they have a cooling plant.

WILKERSON

NEW PICTURES

"THE ACTRESS"

Reviewed by Blanche F. Livingston
Metro-Goldwyn-Mayer

Directed by Sidney Franklin

Featuring Norma Shearer, Ralph Forbes, Owen Moore, O. P. Heggie, Gwen Lee, Lee Moran, Roy D'Arcy, Cyril Chadwick, Andre Tourneur.

Outdated story of saccharine sentimentality, well dressed. Makes pleasing entertainment.

Audience Appeal: Will react best with the older folks who have seen "Trelawney of the Wells" on the legit.

Story Value: This screen version of the famous Pinere play will appear to the modern generation more wishy-washy than charming. There is an overdose of love interest, but handled however, so that attention does not waver throughout the picture. Back in the time of hoop skirts, the story deals with Rose Trelawney of the Wells Theatre and Arthur Gower, grandson of Vice Chancellor Sir William Gower. The battle wages between an actress' temperament and the austerity and clock-work regularity of the life of the elder Gowers. After separating the lovers, Sir William later goes to Rose to offer help which she refuses. He then throws aside his aversion to anything theatrical to help her indirectly by backing a play in which she is the star. The leading man comes in the person of Arthur Gower is kept for a surprise.

Acting: Norma Shearer as usual is much better in her quiet moments. She is inclined to overact and become kittenish. Ralph Forbes carried through a weak part, and Owen Moore did nicely. But all honors go to O. P. Heggie who showed what real ability is.

Technical Treatment: Director Franklin kept close to the play and presented pleasant reality instead of a picture Hollywood garnished. Lighting, exceptionally fine and much was added by the last few shots in technicolor.

Paradise Labor Day

CHICAGO—The largest and most beautiful theatre in this city will be opened on Labor Day by Balaban & Katz. It is the Paradise Theatre and has been designed by John Eberson.

Stanley Shakeup Next Week Sablosky Slated for K-A-O

(Continued from page 1)

ing on July 15th, Irving D. Rossheim will retain his present executive position as President of the company. Certain officials, however, are slated to be dropped following this meeting.

There has been previous talk that Keith-Albee-Orpheum would absorb the Stanley chain, but this has definitely been denied by Irving D. Rossheim who believes that no one will control the Stanley Company as long as he is its head.

Suits May Determine If Buying Is Legal

(Continued from page 1)

M-G-M, preventing service to the M & S Circuit direct.

Aaron Sapiro is having friendly conferences with the heads of all the distributing organizations, with a view to ironing out difficulties that may exist in attitude, between the Sapiro organization; their members and the distributors in general.

He has not been able to get around to all of them yet, but he feels that after these conferences, whatever plausible action may be taken against M-G-M, would be on a friendly basis and so regarded by all concerned, in order that a fair and legal test might be had of the rights of the buying organization vested in the I.M.P.E.A., of its individual members and of distributing concerns.

Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

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ANNOUNCING:

the association of Mr. John Spargo as editorial associate of Exhibitors DAILY REVIEW.

To his many friends in the Motion Picture Industry, Mr. Spargo needs no introduction. His broad experience and knowledge of the film industry is a substantial acquisition to the Exhibitors DAILY REVIEW and to its readers.

His former connection as New York Editor of Exhibitors Herald for so many years has given him an unusual background in seeing news that is news of interest and value to readers of the Exhibitors DAILY REVIEW.

Every day his column "MAIN STREET" will be written in his genial and interesting way about people and their doings.

John Spargo humanizes every item he writes and thousands of readers will hear from this able editor who is better known by the less dignified, if more affectionate, name of just "John".

We are happy in making this announcement and feel sure you all will be also.

In tomorrow's issue look for "MAIN STREET."

Exhibitors DAILY REVIEW

Wm. R. Wilkerson, *Publisher and Editor*

45 West 45th Street

::

New York, N. Y.

Hollywood News

By JOE BLAIR

Marion Davies, soon to start on "The Little Warrior" for M-G-M release. It will have several sound sequences wherein Miss Davies will speak lines and sing a song or two. It will have an orchestra synchronization.

Tom Mix has been raising quite a racket around the FBO studio. His demands have been many. For one, he is insisting that FBO take over most of his old organization. Several directors have been mentioned, but none definitely set. It looks like James Horne today. Tomorrow is another day. New title—"Son of the Golden West". Sharon Lynn the girl lead.

Plenty of activity on the Paramount lot. Two pictures started today. "Take Me Home" the Bebe Daniels opus with "Mickey" Neilan directing. Joseph von Sternberg starts "The Docks of New York" with George Bancroft. Betty Compson plays the girl lead with Bacalanova and Gustav von Seyffertitz in cast.

Working at present are Clara Bow in "The Fleet's In"; a Zane Grey picture "The Water Hole".

About ready to start are "Interference" with a cast composed of Evelyn Brent, Clive Brook and William Powell. Richard Dix in "Moran of the Marine's" and the new Jannings picture "Sins of the Father".

Alice Joyce arrived in town today. Has been signed to do the mother part in "The Squall".

The Fox company that is to make "Chasing Through Europe" will leave for Europe July 15th. They will visit some eight or nine countries, ending up at the Olympic games in Holland.

Ruth Chatterton, Jean Arthur and Jack Luden in the new Jannings picture, "Sins of the Father".

The first Christie sound picture will star Bill Dooley.

James J. Walker, the New York Mayor, accepted a thousand invitations for lunches, teas, beach parties, dinners and what not, and to date, I have not found one person who could say with any degree of positiveness, that he ever left his rooms in the Roosevelt Hotel. Jimmy upset a lot of well laid plans out here.

"The Toilers"—July 11

Tiffany-Stahl's super-feature, "The Toilers," will have its world premiere July 11th at the United Artists' Theatre in Los Angeles, which will be a precedent for this house as it is the first time that U. A. has booked any other but their own pictures. The initial opening in Detroit is scheduled for July 13th, also at United Artists Theatre.

Reginald Barker, famous for many other picture successes, directed this epic of the coal mine fields. The cast features such popular stars as Jobyna Ralston and Douglas Fairbanks, Jr.

Lucky Laura

Laura La Plante has been definitely cast for the lead in "Broadway" which is to be made by Universal in the Fall.

Laura seems to be getting all the breaks on the "U" lot. Working in "The Last Warning", now, finishing that she goes in "Show Boat" and then in "Broadway".

Rumor has it that Wesley Ruggles will direct.

Jim Tully is to title his "Beggars of Life" for Paramount. William Wellman to direct with Wallace Beery, Richard Arlen and Louise Brooks in the cast.

Edward Sloman is scheduled to direct the first talking picture for Universal.

Joan Crawford has been definitely selected as the lead opposite John Gilbert in his new picture, temporarily titled "Thirst".

Merna Kennedy will play the lead opposite Charlie Chaplin in "City Lights".

Louise Fazenda is leaving Warner Brothers after completion of her present pictures to free-lance.

Clarence Brown will direct Greta Garbo in the picturization of the famous Doris Keane stage success, "Romance".

Roland West is starting an underworld picture for United Artists release, titled "Nightstick".

Ramon Navarro returned yesterday from a vacation spent in Europe.

Janet Gaynor returned from a trip in New York.

Lowell Sherman has been added to the cast of "The Love Song", which D. W. Griffith will direct for United Artists release. Lupe Velez and William Boyd have the leads. Actual shooting will start about the 24th.

Doris Kenyon has been signed by Warner Brothers for the female lead in "The Home Towners".

Dr. Paul Fejos will direct the talking picture for Universal written by Carl Laemmle, Jr., in collaboration with others, titled "The World Tomorrow". Conrad Veidt will have the lead.

Phyllis Haver is back on the Pathe-DeMille lot. She is set for two pictures, the first, "Sal of Singapore", which will be directed by Howard Higgins, and the second, "The Office Scandal", with Edward H. Griffith at the megaphone.

After her present picture as the female lead opposite Stan Laurel and Oliver Hardy, Thelma Hill will leave to go to the FBO Studio, to make a series of pictures, based on the comic strip, "Toots and Casper", Bud Duncan playing opposite and Earl Montgomery directing.

Doris Hill has been added to the cast of the Bebe Daniels' picture, "Take Me Home".

SAME SIZE IMAGE ON SOUND AND SILENT FILM

The problem of having the screen image on both silent and sound projection pictures the same size, without the bother which has heretofore existed of changing the aperture plate and the screen each time talkies are projected, has been overcome.

The Roxy Theatre in N. Y. is using a new device invented by Arthur Smith, chief projectionist. Roxy did not like the idea of having movietone and silent pictures of the same height but of different width, which comes about through a portion of the picture frame width being cut off to make room for the sound recording, which caused Smith to work out a solution.

The device can be used with either two or three projectors, one of which may be exclusively for sound. It is in the form of a special metal slide which fits across the aperture plate of the Simplex, with openings at either end, one for Movietone and one for silent pictures.

The projection lens however will have to be changed each time one form of projection is changed to the other, but in cases where a special movietone projector is used, there will be no lens changing necessary.

Hunter Appointed Sound Film Head by Univ.

C. Roy Hunter has been selected by Universal Pictures to head the new film talking department and is now on his way East from the Coast to investigate the laboratories of Western Electric and Victor Talking Machine Companies.

Hunter will select thousands of dollars worth of equipment to be used at Universal City in the new sound film laboratory which is being built there.

Hunter has been superintendent of Universal's photographic department for a number of years and will combine the two departments on his return from the East.

Warm Holiday Week Reacts on B'way Films

(Continued from page 1)

End of St. Petersburg at the Hammerstein reported \$3,700. A triple bill at the Cameo did \$4,842. The Rivoli did \$6,120 with 2nd week of "Uncle Tom's Cabin."

Highlights in the News Reels Reflecting Enterprise

The thrilling Gordon Bennett balloon race starting at Detroit, Mich.; the wonderful reception tendered Capt. Wilkins and Eielson, Arctic explorers; and the installation of Admiral William V. Pratt as commander of the Pacific Fleet are given in Kinograms No. 5410.

International Newsreel No. 53 presents the graduation of the Flying Cadets at March Field, Calif.; the brilliant polo match for charity at Sands Point, L. I.; and the spectacular welcome accorded the Pacific fliers in Australia.

Something of more than passing interest are the Buddhist ceremonials at Beppu, Japan, which is in Paramount News No. 98 together with views of a scientific expedition studying volcanic lore from an airplane.

M-G-M News No. 93 has exceptional shots of daring motor-cyclists in a marvelous exhibition at Wrentham, Mass.; also after-lights of the Democratic Convention depicting the wild celebrations at Houston, and the starting of a 900 mile coastwise race at Olympia, Wash.

The King of Sweden being feted upon his 70th birthday by his family and the populace at Stockholm is offered in Fox News No. 81. Instructive, too, are the personality studies of public leaders and the colorful scenes of the citizens of Budapest being knighted by Admiral Horthy.

Pathe News No. 56 shows some splendid scenes of Gov. Smith at Albany receiving the good wishes of his friends; and the welcome given the Democratic V. P. nominee, Senator Robinson, in his home town at Little Rock, Ark.

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DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 8

New York, Wednesday, July 11, 1928

FIVE CENTS

OBSERVATIONS

"Sound" Advice

Harold B. Franklin, president of West Coast Theatres, says some very important things regarding, sound pictures, installations and the treatment of both. To the producers he suggests "that motion pictures are being made with sound synchronization, does not in itself insure a continued public support". "Quality must be the dominant objective". To exhibitors he says: "It is not sufficient to merely install a synchronizing device, it is quite important to insure for its operation enterprise and expert handling".

Advertising

"In advertising sound synchronization, misrepresentation must never be resorted to". "The public mind should not be allowed to expect talking pictures when synchronized scores are presented, yet when talking pictures are presented, clear and definite advertising in this respect should guide the publicity."

Be Careful

Jim Walker, our Mayor, addressed the publicity men of the motion picture industry yesterday. He declared he had been informed the industry had been delivered into the camp of one of the major political parties. He suggested if the film industry allowed its neutrality to be violated in the 1928 campaign it must "expect the consequences of such partisanship if it guesses wrong". . . . We feel the industry has a lot of political matters within its own ranks to straighten out and in so far as the presidential campaign is concerned, strict neutrality will be maintained.

WILKERSON

THEATRE OWNERS JOIN FORCES SAPIRO FILING M-G-M SUIT

Asks Restraining Injunction In M. & S. Controversy

It was learned late yesterday afternoon that legal papers are being served on Metro-Goldwyn-Mayer Corporation and the Mayer & Schneider Circuit of N. Y., by the Independent Motion Picture Exhibitors Association, according to Herbert Ebenstein, Executive Secretary.

The I.M.P.E.A. is asking for an injunction restraining M-G-M from entering into any contract or carrying out the performance of any contract with the Mayer & Schneider Circuit, in violation of prior agreements existing with the I.M.P.E.A.

An injunction will also be asked against Mayer & Schneider, restraining the chain from signing any contract with distributors for product or performing any contract with distributors, in violation of prior contracts with the Sapiro organization.

There is already one suit pending in the Municipal Courts against (Continued on page 2)

W.E. CONFIRMS ABSENCE OF 1ST NAT'L CONTRACT

The Western Electric Company yesterday confirmed the report that First National Pictures had never signed contracts for licensing of Electrical Research Products equipment for its pictures, and stated that the original public announcement of such a tie-up had not come from them.

There has been much speculation recently as to what methods First National would continue to use in its talking film production, original and (Continued on page 4)

Roxy Likes 'Em Silent

In commenting on the progress of motion pictures, S. L. Rothafel yesterday stated that in his opinion the talkies will not supplant the silent drama, as talking films preclude the use of the imagination on the part of spectators.

Roxy celebrated his 45th birthday yesterday and was presented with traveling bags from the theatre employees.

ZIEGFELD'S SHOWS FOR ROAD TALKIES

Considers Photophone Versions of Full Length Productions

A report emanating from financial circles in Wall Street is to the effect that the renowned producer, F. Ziegfeld, Jr., will in the future have all of his shows photographed in their entirety with full talk and synchronization done in conjunction with the RCA Photophone. The pictures will be done in color as well. The present list includes, "Rosalie", "Three Musketeers" and the new "Follies".

It is Ziegfeld's idea to give his future stage shows production only in the cities of New York, Boston, Philadelphia and Chicago. The remainder of the country will see them in pictures.

Walter Kingsley, Ziegfeld's general manager, would neither confirm nor deny the story. Robert Kane, in charge of production for RCA (Continued on page 4)

Draw up Plan for Unified Independent N. Y. Exhibitor Group

In the second important conference between members of the T.O.C.C. and the I.M.P.E.A. yesterday, held in the offices of the former in the morning and in those of the latter in the afternoon, both exhibitor elements practically agreed on a plan for the joining of forces, whereby all independent exhibitors, whether now allied with some organization or not, will join the Independent group on a mutually satisfactory basis.

Daily conferences will be held from now on, with a meeting scheduled for today in the Sapiro (Continued on page 3)

NO BLOCK BOOKING INJUNCTION ASKED

Gabriel Hess of the Ilays organization yesterday corrected the erroneous report that George Schade of the Schade Theatre, Sandusky, O., has obtained any injunctions against 14 distributors in the Cleveland district, or that block booking was involved in the section which was brought, as reported in the trade press yesterday.

Schade, who was dissatisfied with an arbitration award against him, sought legal action against the distributors when they demanded deposit security to continue further service to the theatre.

Upon application of the distributors for an adjournment in order to prepare their papers, the court granted an adjournment provided the distributors continued to serve the exhibitor until the issue is settled.

John N. Ackerman, attorney for the Cleveland Motion Picture Exhibitors Association is representing Schade.

Talley Holds Annual Newsreel Dinner Sat.

The Fox Newsreel Annual Dinner for the staff cameramen and home office staff will be held Saturday July 14th. Truman H. Talley, Director will preside.

J. M. Lillis of the Washington, D. C. branch and Carl Larsen of the home office staff, have joined the Fox-Case Movietone camera staff.

Larsen and Jack Palnter, home office staff, were tied for first place in the yearly Point Bonus contest which ended June 30th. First prize is \$500.

Mayor Walker Shakes "Big Stick" at Movies

James J. Walker, Mayor of New York addressed the publicity men of Hollywood yesterday. The Mayor suggested strict neutrality in the coming Presidential campaign with a threat of reprisal if this was not maintained and they had "guessed wrong".

Keith to Play F. N.

First National Pictures, it is announced by Ned E. Depinet, general sales manager, has just closed a contract with the new Keith Theatre in Rochester, N. Y., whereby that theatre will play all First National product, opening on Labor Day.

Mayor Walker said although he had "put on the statute books of New York a law making Sunday movies possible," he had never asked a favor from the industry on that account, despite the fact that it was clear that the welfare of the industry's revenue was at stake.

"So long as the organized motion (Continued on page 4)

DAILY REVIEW

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. I.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Howard Deitz denies that he entered Leo's cage to feed the lion; says it was Si Seadler . . . Joe Kennedy and Dick Rowland do not appear to be so unclubby as Broadway rumor would have them.

Frank Zambrino, manager of Red Grange since the football-actor split with C. C. Pyle, is in New York looking for a producer . . . Al Altman, New York representative of Lonis B. Mayer, is busy making tests of possibilities for sound picture talent, singers and dancers preferred . . . Harvey Day says his wife never keeps a budget as she has a great dislike for house pets . . . Toby Gruen is said to be taking golf lessons for the purpose of taking Herman Robbins . . . Bert Angeles, old time Vitagraph director who has been staging musical comedies et cet for the past ten years, is considering offers to direct sound pictures . . . Glenn Allen, for many years with First National, has joined out with Abe Waxman, at Warner Bros. . . . Leon Rosenblatt is vacationing in Europe and he ought to hurry back for they're raising hell in Jersey politics . . . Harry Buxbaum is waiting for the high cost of initiation to join the Motion Picture Club, and then he'll get his money's worth playing handball . . . W. B. Frank always asks for two caddies to carry his golf bag which contains six wooden clubs . . . Arthur Zellner has gone to the coast to handle publicity there for Doug and Mary . . . Paul Gulick's better half has quit him for a vacation in New England and Paul is planning big doings for the next couple of weeks and he'd better behave . . . Mack Senneff was John Humm's guest at the Rockville Country Club and Humm unkindly gave him a trimming at golf, which is a habit the Pathe treasurer has acquired recently . . . Jack Cohn denies that he was the only one who laughed at Joe Brandt's funny story; he says Joe also laughed . . . Lee Ochs says when the Motion Picture Club gets opened he is going to pay some at-

SOUND FEATURETTES

Reviewed by Blanche F. Livingston

GUS ARNHEIM and his COCONUT GROVE ORCHESTRA Vitaphone-Warner Bros.

Jazz band number. Nothing unusual but okay.

Arnheim knows how to handle his boys and how to pick numbers. The selections were "I'll Be Loving You Always", "I Can't Do Without You", "Rosita" and "Stay Out of the South". Some individual members of the orchestra offered solos intermittently.

"A MAN OF PEACE"

Vitaphone-Warner Bros.

Featuring . . . Hobart Bosworth

Melodramatic sketch. Holds the interest.

The scene is the interior of the log cabin supposed to be situated on a mountain peak in the Kentucky range and occupied by The Man of Peace. A mountain girl enters and remonstrates the man for his lack of action in getting after Trigger-Eye, the bad man of the mountains who has killed his younger brother and the sweetheart of this girl. But the Man of Peace has got religion and quotes about revenge from the bible. In her anger, the girl swears she will have Trigger-Eye come up to the cabin to plug him. A little later the killer enters, but the Man of Peace shows no sign of fear. He doesn't mind going to his God. The surprise ending comes when Bosworth explains his trick and finally picks Trigger-Eye up and throws him out of the window to the depths below.

Voices register exceptionally clear in this one. Pen credit goes to Byron Foy.

CENSOR REFUSALS ON 3 PICTURES UPHELD

DALLAS—The Board of Censorship Appeals has upheld the action of Censor Boyce in banning the showing of "Walking Back" Pathe feature, "Partners in Crime," Paramount picture and "The Foreigner," a Vitaphone sketch.

There is little likelihood that any of these pictures will be shown in Dallas. "Walking Back" was barred on the question of sex morality; "Partners in Crime" was barred on the grounds it was a burlesque of law enforcement and "The Foreigner" because it was a burlesque on the personage of George Washington.

tention to his theaters and real estate business . . . Elmer Pearson says the heat here does not trouble him at all in Ansley, Neb, especially along the trout streams . . . Jimmy Bryson, English accent 'neverthing, is here from London on a visit to the Universal home offices . . . Joe Hornstein, reading that the per capita wealth of the country is \$40.52 is wondering who the guy is that has forty dollars of his money . . . Eddie Smith, of Tiffany severely chided a taxi driver for not blowing his horn, and don't let 'em put anything over on you, Eddie . . . Congratulations Bill DeMille on your birthday.

. . . Spargo

NEW PICTURES

"FLEETWING"

Reviewed by Frank W. Stibick

Fox

Directed by . . . Lambert Hillyer

Featuring . . . Barry Norton.

Dorothy Janis, Ben Bard, Robert Kortman, Erville Alderson, James Anderson, Blanche Frid-erica.

A desert picture with beautiful settings and photography, but little else to hold the interest.

Audience Appeal: The romantic element in the cheaper houses will probably be appeased by this one.

Story Value: A weak story lacking highlights, is backed by poor cast, and direction that was below par. The beginning of the picture was fairly good, telling the story of a boy, a horse, and a girl. Amin, son of Trad Ben Zaban, after a series of adventures, comes into possession of "The Simoon" and Thurya, a beautiful harem girl. He brings them to his father who decides to keep the horse but to auction the girl to Auda. Amin sees the wedding preparations being made, and again flees with the girl and the horse into the desert. Auda pursues and nearly succeeds in killing Amin. As both have violated the honor of the tribe, Ben Zaban decides that they must fight a duel of death. Auda is killed and Amin once more is happy in having regained his sweetheart.

Acting: Barry Norton was miscast. Dorothy Janis doesn't screen well and lacks camera experience. Others very much bewhiskered.

Technical Treatment: Credit goes to cameraman Frank Good. His desert shots were excellent. Lambert Hillyer did a poor piece of directing.

"THE LOVES OF JEANNE NEY"

Reviewed by Blanche F. Livingston
UFA

Featuring . . . Edith Jehanne, Brigitte Helm, Hertha von Walter, Uno Henning, Fritz Rasp, A. E. Liche, Eugen Jensen, Hans Jaray, Wladimir Sokoloff.

Outstanding camera work, but too much material for one picture. Lacks any tendency toward comedy relief.

Audience Appeal: Title appealing although misleading. First half good for those interested in the Russian "red" movement.

Story Value: If the first half had been considerably cut down, the picture would have rated as a mystery melodrama; and if the second half had been cut a lot, this would have made a propaganda film. As it stands, it is heavy, confused and gets nowhere. In the beginning there is a great deal about "whites" and "reds"; spies; shooting men down; Andreas and Jeanne in love. Then comes Paris and R. Ney, Jeanne's foster-uncle to whom she has gone, a peculiar man who is very much in love with his safe. Andreas comes hither on a mission. The spy turns into a suave Russian Count who becomes engaged to Ney's blind daughter in order to get at the man's money. There is also some tangle about a Russian imperial diamond which is in the possession of Ney; but only until the Count kills him and steals the gem. The blame is thrown on Andreas, but at the end

New Picture on Broadway

We are informed by an advertisement on the back of the Paramount program that "Paul Leni's production of 'THE KING OF KINGS' starring Conrad Veidt and written by Victor Hugo" is playing the Rialto Theatre this week.

Jeanne rescues the bauble and her love.

Acting: Never in this reviewer's life, has she seen such distorted eyes as are exhibited in this picture, and exhibited with the idea, that this is acting. Edith Jehanne is attractive at times and performs with unusual restraint for a foreigner.

Technical Treatment: Direction negative. Lighting, cutting and editing, poor. Titles rather well done, and cameral work, excellent.

SANTLEY STAGE UNITS FEATURED BY PUBLIX

Joseph Santley who last appeared on Broadway in his own production, "Just Fancy", will produce a series of unit shows for the Publix Theatres Corporation.

Santley's first production, "Babes on Broadway," will open in New Haven next week and two weeks following will be presented at the Paramount Theatre following which it will be routed over the Publix Circuit.

Roberts Made Ass't Mgr. in Movietone

George Roberts, Home Office Representative of the Fox Sales organization, and with the company since 1920, has been appointed Assistant Manager of the Fox-Movietone Department, under Milton J. Schwartz.

Fox rates Roberts as one of its best field men and Grainger has again promoted a man from the sales ranks to an important position.

Theatre Owners Join Forces Sapiro Filing M-G-M Suit

(Continued from page 1)

Mayer & Schneider, for non-payment of dues to the I.M.P.E.A., following which the circuit denied that the former organization was empowered to buy films for its theatres, and subsequently signing with M-G-M for 1928-29 product in its uptown theatres.

Editors Note: Aaron Sapiro publicly warned distributors some months ago as well as notified them by letter, that they would be sued for conspiracy if it was ever proven that any of the members of the I.M.P.E.A. were influenced against carrying out their individual agreements with the organization, and the serving of papers today will signalize a legal test welcomed by both sides, the I.M.P.E.A. as well as M-G-M, to ascertain the rights in the matter.

PATHE-FBO PROGRAM TO BOLSTER VAUDE.

The Keith-Albee-Orpheum Circuit is taking a very optimistic stand in regard to the 1928-29 program of FBO-Pathe pictures which will play the K-A-O Circuit starting in September.

"The new program will mark a new era and unprecedented expansion in the motion picture attractions of up-to-date American vaudeville".

The number of specials for the K-A-O outlets have been increased to six, and the new Mix westerns and other FBO-Pathe product and the inexhaustible supply of super-feature pictures and array of fixed and rising stars of the films will now enrich vaudeville through the cooperation of the J. P. Kennedy groups.

CONSOLIDATED BUYING URGED BY SPEARMAN

TEXAS—W. Z. Spearman, president of the M.P.T.O. of Oklahoma is making a visit to every theatre in Oklahoma and Texas, in an effort to revive interest among the members of the organization in the idea of consolidated buying that was agreed upon at the Tulsa meeting several months ago.

Spearman purchased a new car for this purpose and is making a thorough trip.

Irving Berlin Writing Only for U. A. Films

Irving Berlin has surrendered to motion pictures. America's ace song writer and popular composer has found a logical outlet for his genius in the new sound films, and has been captured from the entire field of ambitious producers by Joseph M. Schenck, President of United Artists Corporation.

This news was made known immediately after Mr. Schenck's departure for Europe and following his announcement that all of the nineteen forthcoming United Artists Pictures, except "Steamboat Bill, Jr." for the season of 1928-29 would have synchronized music, and in most cases would have sound effects. His closing of contracts with the song writer occurred just before he boarded the Homeric.

Selznick in Talkies

One of the purposes of Lewis J. Selznick's visit to New York at this time is to make an investment in talking pictures. He may negotiate with the RCA Photophone, on sound attachments for the making of feature pictures.

Selznick plans to produce moderate-priced films with talkie names for release on the independent market.

Educational Release

For the week of July 8, Educational Film Exchanges, Inc., is releasing "Ladies Preferred," a Mermaid Comedy featuring Jerry Drew as the ever-flirtatious young man; "Conquering the Colorado," a Lyman H. Howe Hodge-Podge subject; "Felix the Cat in Astronomeous," a new animated cartoon comedy from the Pat Sullivan Studios, and the usual two Kinograms news reels.

FIRST CHRISTIE SOUND COMEDIES COMPLETED

LOCAL NO. 306 REMOVED TO NEW 46TH ST. HOME

The Motion Picture Operators Union, Local 306, affiliated with the I.A.T.S.E., yesterday removed its general offices from 324 W. 42nd St. to a whole floor at 125 West 45th Street.

The new headquarters are commodious and able to take care of the growing activities of its membership. Sam Kaplan, Simon Tare, Mr. Steinberg and other officers have their own suites, besides which there is a general meeting room for the Executive Board, one for the members to lounge and await calls in.

Invitations are being issued by the organization to heads of technical and equipment companies to inspect the new premises.

WARNER STUDIOS TOUCH PEAK OF ACTIVITY

The Warner Studio is now at the highest peak of its production activities for next season with seven Vitaphone Road-shows before the cameras.

"Noah's Ark" the biggest picture the Warner organization has ever undertaken, has still some time to go before its completion altho the schedule has been arranged, to allow the star of "Noah's Ark", Dolores Costello, to begin work on another picture, "The Redeeming Sin", in which she is now at work with Conrad Nagel playing opposite her and Howard Bretherton in command of the megaphone.

Al Jolson is in the midst of his Vitaphone activities on "The Singing Fool". Lloyd Bacon is directing.

Others are "My Man" with Fanny Brice; "The Home Towners" with Richard Bennett; "The Terror" and "Conquest" with Monte Blue.

PATHE REVIEW RELEASES SHOTS OF OLD SERIALS

A novelty in Pathe Review No. 31 are the brief but sensational scenes from famous old Pathe serials of the past among them some of Sheldon Lewis in "The Iron Claw," Ralph Kellard in "The Shielding Shadow," Pearl White in "The Fatal Ring," Eileen Percy in "The Third Eye," Ruth Roland in "The Tiger's Trail" and "The Timber Queen" and others from "White Eagle."

Victor Coast Plant

The Victor Talking Machine Co. of Camden, N. J., which has completed synchronization of "Lilac Time" for 1st National and "Warming Up" for Paramount, intends to establish a West Coast plant to co-operate with production studios in Los Angeles.

Sound equipped stages will be built in the new plant and a complete staff for recording and synchronization work maintained.

Synchronization of the first of the Christie sound comedies "The Dizzy Diver" has been completed by the Victor Talking Machines Company, in conjunction with Nathaniel Finston, Paramount's musical director. Billy Dooley is the star.

Christie recently signed for a Western Electric license, and will soon begin the making of synchronized pictures during production in their Hollywood studios.

The next of the Christie Comedies to be synchronized will be the first of the "Confessions of a Chorus Girl" with Frances Lee, Billy Engle and others. The title of the first one is "Skating Home". This will be followed by Jack Duffy in "Hot Scotch", the initial comedy in the Dandy MacDuff series and by Bobby Vernon in "Stop Kidding."

ROXY TO SYNCHRONIZE ENTIRE FOX MOVIE TONE

The entire Fox-Movietone program of 12 Specials and 10 Fox Giants will be synchronized by the Roxy Theatre Orchestra under the direction of Roxy and Erno Rapee.

The Fox office declares that the Roxy combination will score exclusively for Fox Film Corporation and will not supervise synchronization for other companies.

Universal's publicity department a short while ago announced that the Fox movietone synchronization would be used on "Uncle Tom's Cabin" and several other pictures.

W. R. Sheehan, Gen. Mgr. and V.P. of Fox Film Corporation is organizing a "stock company" of stage players for movietone attractions, who will be sent to the Fox West Coast Studios shortly to start on Fox productions. Sheehan and Ben Jacksen in charge of movietone production on the coast are conferring daily on this new development.

Theatre Owners Join Forces Sapiro Filing M-G-M Suit

(Continued from page 1)

headquarters, for the purpose of laying out the details of the plan.

The discussions yesterday were quite prolonged, lasting from 10:30 A.M. until 6:00 P. M. in the evening, and many angles were brought up on the question of future policy and how it was to be handled, all gone into at very great length.

The independent movement, for the first time, is growing along sound lines for they now realize that organizations like the Loew Chain are doing everything they can to discourage the growth of the organization for cooperative action.

They realize that they must make some effort at this plan to coordinate their problems and from the mutual promises and mutual situations that developed in the conferences yesterday it will not be long before there is a unified group of independent exhibitors in N. Y.

Full committees, summoned by telegraph, and their ex-officio heads Sapiro and Raives were present at the meeting.

BAR CENSORS FROM BANNING PICTURE

A weighty legal decision limiting the powers of censor bodies, has been handed down in New Jersey by the Chancery Court at Camden.

The Court's decision that censorship boards have no power to prevent the showing of any film which any theatre owner may wish to exhibit, came about through refusal of the Board in Camden to license the picture "The Road to Ruin."

The picture was to have played at the Tower Theatre on June 7th and the distributors of the film, "True Life Photoplays, Inc., of N. Y., appealed the first decision and won.

Fox Stars Sail to Film Sequel Picture

David Butler, Fox Director, Nick Stuart and June Collier are booked to sail on the Berengaria next Monday July 16th to start production abroad of "Chasing Through Europe."

This picture is the sequel to "The News Parade" which Butler made with Stuart and Phipps.

"Burlesque" off Until 1929—Cantor for Lead

HOLLYWOOD — Paramount Famous-Lasky have put aside their plan to film "Burlesque" until next year, when Pomeroy's synchronization work will be perfected.

Edmund Goulding and Victor Fleming were mentioned as directors and will now take up other assignments.

The company may prefer to stick to the disc method of synchronization, claiming better results that way.

Eddie Cantor is being mentioned for the lead in this picture.

Walker Accepts

Mayor James J. Walker will be Master of Ceremonies at the premiere showing of "Lilac Time," a First National special starring Colleen Moore, at the Carthay Circle, Los Angeles, July 17th, according to an announcement made today by Ned E. Depinet, general sales manager, First National.

Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line Minimum order, \$1. 10% discount 12 issues or more.

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Hollywood News

By JOE BLAIR

Mitchell Lewis has been added to the cast of "Docks of New York", which already comprises, in addition to George Bancroft, Betty Compson, Baclanova, Clyde Cook and Joe Brown.

Warner Brothers and United Artists are having a tiff over the use of the title, "Conquest". United Artists was going to use it as a title for the next Barrymore picture and Warner Brothers want to substitute it in place of the title, "The Candle in the Wind".

It is definitely set that Jack Okie will have the male lead opposite Nancy Carroll in "Burlesque" when this production actually gets started at the Paramount Studios. Okie is a newcomer and was a find of Wesley Ruggles, Universal director.

Ray Rockett has returned from nine months in Germany as a First National producer. After a few days at the studio, he intends taking a short vacation.

Maïce Leloïr, considered as Europe's greatest authority on history, architecture and things otherwise of the 17th century has been engaged by Douglas Fairbanks to act as technicolor advisor on "The Three Musketeers".

Marly Pickford states that her next story will be a love story—"not a sophisticated story, but a romantic love story". Mary is looking for a young leading man and has all of Hollywood upset, but our guess is that the young Englishman, John Stuart, has been signed for the part a long time ago.

Norma Talmadge has returned from a vacation in Honolulu and says that her next picture will be something quite unusual.

Matty Kemp, who had a prominent part in Mack Sennett's "Good-bye Kiss", is playing in the new Rin-Tin-Tin picture at Warner Brothers.

Carmel Meyers is going to sing, instead of talk, in the new Gotham picture, "The Girl from Argentine".

W. E. Confirms Absence of 1st Nat'l Contract

(Continued from page 1)

nouncements concerning Firnatone and Western Electric to the contrary.

"Lilac Time" and other productions are getting Photophone synchronization, which indicates a definite tieup with RCA.

W. E. states that back in April when First National gave out its first announcements regarding Western Electric, Firnatone and Victor, officials of First National at the time their annual convention was approaching, asked permission to say publicly that they had contracted for equipment. The contracts were drawn up but were never signed by First National, after the announcement had been made.

Yola D'Avril has been added to the cast of the Milton Sills' picture, "The Wrecking Boss".

Josef Von Sternberg will direct the next Wallace Beery picture, which is to be known as "Tong War". It is a story based on the ruling power in a Chinese colony. This will, no doubt, give Joe an unusual opportunity for realism and startling effects that made "Underworld" and his other pictures box-office winners.

Karl Dane has been added to the cast of the Billy Haines picture, "Alias Jimmy Valentine".

"Dead pans" seem to be the vogue around the Paramount casting office at the present time. George Kotsorinos, Joe Brown and Ned Sparks are a few that have been signed already for pictures soon to be started.

Dolores Del Rio is busy preparing for her European jaunt. Miss Del Rio is more interested in seeing New York than she is Europe, inasmuch as she has never been to Gotham.

Harry Gribbon has been signed for the Universal picture, "The Shakedown", a comedy drama written by Charles Logue, with William Wyler directing.

Add to the list of Fox directors, young Raymond Cannon, formerly a scenario writer. He recently made a strange little picture, which he called, "Life's Like That" and Sol Wurtzel seeing it, signed him under contract immediately.

Hollywood does some very strange things. Lots of times, players under contract to different studios wait week in and week out to be cast for a part, when along comes someone who thinks they are good, buys his or her contract from the studio and puts him to work in a picture. Just as soon as the original studio finds anyone maintaining great interest in the player, they immediately try to get him back. Such is the case of Lucien Prival, formerly of First National and now under contract to Caddo. Lucien has been loaned by Caddo to do a part in "Do Your Duty" for First National.

Mayor Walker Shakes "Big Stick" at Movies

(Continued from page 1)

picture industry sticks to its function of entertainment, it has a right to expect the co-operation of public officials, regardless of their political affiliations, in the development of the industry's legitimate business".

"But if it departs from its own field to enter the field of partisan politics, it must accept the conditions of partisanship. If it guesses wrong it must expect to be crushed".

Mayor Walker said his remarks were inspired by a small group who participated in the Republican National Convention at Kansas City.

Louis B. Mayer and Joseph M. Schenck were delegates at the Republican Convention in Kansas City.

Theatre Boom in Southwest New Houses and Operators

Numerous summer changes being made in Texas theatres and the building of new houses, pressages a boom in the Southwest in anticipation of the Fall season. Improvements have been general all along the line and many new operators have come into the ranks.

In a survey of the field, the Motion Picture Journal of Dallas reports the following changes:

Dallas—Leading off in importance of new construction is the theatre at McKinney, Tex., for R. & R. When it is ready, the old American theatre will be abandoned.

Brady, Tex.—H. Ford Taylor has disposed of his interests here and is remodeling a theatre at San Saba, which will be in operation soon.

Midland, Tex.—A theatre is being built for lease to W. H. Williams. It will seat 1,000 and cost \$50,000.

Mart, Tex.—John F. Clayton, a newcomer, plans a new theatre here.

Mason, Tex.—Otto Schmidt's new house will be ready by September 1st.

Richmond, Tex.—Queen Theatre being built for Mr. Krueger will be ready soon.

Edinburg, Tex.—Ed Brady is leasing a new \$90,000 theatre here. Brady and Delta Amusement Co. have just completed a new house at Brownsville.

Odell, Tex.—Webb Theatre Corp. is building a new house at Odell.

Gordon, Tex.—For the first time in years this town will have pictures. Howard Rogers and Lavern McDonald have opened a new theatre.

Uvalde, Tex.—B. H. Hunter will open his new theatre here shortly.

Mt. Vernon, Tex.—The new Franklin theatre, replacing the old house which burned down, opened on June 22nd.

Alice, Tex.—Charles Brothers have opened a new \$60,000 house. They will soon build a third theatre in this town.

Georgetown, Tex.—O. A. Engelbrecht has acquired the Monarch Theatre. He was a former director of the M.P.T.O.

Giddings, Tex.—C. W. Matson, now operating in Rockdale and Caldwell has purchased the Dixie here.

Warner Date-Book Issued by Waxman

An attractive and useful date-book of convenient pocket size has just been issued by Warner Bros. to be distributed to exhibitors with the compliments of the Warner organization. Space is given for bookings from July 29th, 1928 to September 28th, 1929.

The book is printed in two colors with each page of dating faced by another page giving information concerning the product of Warner Bros. and Vitaphone. A. P. Waxman is responsible for supervision of this serviceable exhibitor aid.

Ziegfeld's Shows for Road Talkies

(Continued from page 1)

said that "such a thing is contemplated but nothing definite has been done to date".

Ziegfeld is reported to have been very favorably impressed with the recent showing of talking pictures, dialogue, songs and other effects on Broadway, and to have seen the value of reproducing a spectacular Broadway revue with its original cast in those far-off centers where such performances have been unavailable.

Should Ziegfeld be the first stage producer to adapt the talking pictures to full-length revues, other producers are expected to fall quickly into line. At the present time Warner Brothers, First National and Fox as well as Photophone are planning to make entire musical comedies in talking films.

M-G-M to Release 7 UFA Pictures

The titles and release dates of the first seven Ufa "Oddities" of the series of twenty-six which will be released by Metro-Golwyn-Mayer during the season of 1928-29 have been announced as follows:

"Eagles Nest," August 18; "Monkey Shines," Sept. 1; "Bits of Africa," Sept. 15; "Murder," Sept. 29; "World's Playgrounds," Oct. 13; "Wives for Sale," October 27; "Lonely Lapland," November 10.

Sound-Color-Dimension Films in 5 Years

Within five years the screen will produce the closest possible imitation of human life; talking, natural-color, stereoscopic pictures, according to John Nickolaus, laboratory head at the Metro-Golwyn-Mayer studios, who discloses that for more than a year experiments in a new and improved color-process have been under way at the big plant, with other experiments for adapting them to "talkies".

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EXHIBITORS

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Reg. U. S. Pat. Off.

VOL. 24 No. 9

New York, Thursday, July 12, 1928

FIVE CENTS

OBSERVATIONS

Looking Ahead

With the rumored Ziegfeld deal for the photographing in color and with sound, his entire productions, other producers look over their desks with added interest when a picture representative asks for a price on this or that stage play. We understand that Al. Woods and Dillingham are aroused considerably. They are all pretty much in a panic at present. Dont know what to do.

Time

Its just a question of time now. No doubt about that. A play will be produced in New York, if it is a hit, even a mild one, off to the studio, entire troupe, stage director too, and the picture will be made. Then Oshkosh along with Salina and Kalamazoo will see this New York hit on the screen, original cast, dialogue and everything.

Stage Producers

If this is the correct line up, we will see our larger picture producers, staging their own shows in New York, Chicago, Philadelphia and Boston and will see the better stage producers making pictures of their productions. And it wont be long.

That Minimum

Western Electric certainly got the drop on the larger producers. They "panic-ed" them into this minimum contract for their license to make sound. We understand the minimum was \$100,000 a year and have them tied for five years. A lot of money to pay for something you do not know anything about.

School

Western Electric has a school. The production heads on the coast are sending studio men (mechanical) for tutoring. Course runs about ten days. We talked to one who had finished his course and was returning to Hollywood. His answer: "Think I know enough to kid them into believing I know a lot".

Business

From present indications The Strand Theatre will hang up a new box office record this particularly hot July week with the first "all-talkie" "Lights of New York". The public is going for sound pictures with as great an enthusiasm as the producers.

WILKERSON

NEARLY \$15,000,000 SPENT BY LAEMMLE

By JOE BLAIR

HOLLYWOOD—On the arrival of Carl Laemmle, President of Universal Pictures Corp., in Hollywood yesterday, he stated that:—

"Most of the \$15,000,000 allotted for production cost for 1928-29 already has been spent. The first of the super productions to be started will be "Show Boat" with Harry Pollard directing. "Broadway" for which I paid \$225,000 because I knew it was worth it, will be made soon. Glen Tryon will play the hooper."

"The coming season will be the greatest in the history of Universal. The program includes 68 features, 260 short subjects and 7 chapter plays."

Mr. Laemmle added that it was his intention of entrusting greater responsibilities to his son, Carl Laemmle, Jr.

UFA-LUCE CARTEL SEEK PARUFAMET U. S. DIST.

By SAM HARRIS

Proprietor "Today's Cinema"

ITALY—Dr. De Feo, general manager of the Luce, which tied up with UFA recently, declares that Italy resented not being asked to take part in the prior UFA-Gaumont British combine, and pressure was brought to bear against Germany to include Italy in the combine.

Italy threatened to bar all UFA-Gaumont British productions in Italy, with the support of the Italian exhibitors behind them in support of their Government. Herr Klitsch of UFA was forced to discuss the problem with Mussolini, and the Luce tie-up resulted.

De Feo states that five pictures will be made the first year in Italy, with UFA producing forces cooperating. He also believes that these pictures will have 100% release in America through Parufamet arrangement. Mussolini will shortly appoint a prominent figure to head the new Italian film industry revival.

Injunction to Prevent M. & S. Service Supreme Ct. to Hear Case July 19

Aaron Sapiro on behalf of the Independent Motion Picture Exhibitors Association yesterday had legal papers served on the Law Department of Metro-Goldwyn-Mayer Corporation and service was accepted. This action took place as exclusively announced in Exhibitors Daily Review yesterday.

The suit will center around an injunction which will be asked to prevent M-G-M from carrying out a recently made contract with Mayer

CONSPIRACY TRIAL TODAY B.&K.-PUBLIX DEFENDANTS



Lou B. Metzger, Distribution Head of Universal Brings Home the Bacon From St. Louis

"U" BOOKED 100% WITH SKOURAS BY METZGER

Lou B. Metzger, General Manager of Universal Distribution who returned from a trip to the Mid-West yesterday reported the closing of one of the finest deals for pictures in the history of his organization.

Arrangements were made with Skouras Brothers chain for Universal product to play the new season 100% in the St. Louis and Indianapolis houses of the Skouras chain.

Settlement Out of Court Fails—27 Cos. Stand Trial

CHICAGO—Trial of the Marks Bros. restraint of trade suits against Balaban & Katz, Publix, K-A-O and others, which was postponed from June 22nd will be resumed today in the Federal Court before Judge Page.

Attorneys for Publix and Balaban & Katz, headed by Bruce Bromley, asked for additional time to prepare their defense. There was some attempt to settle this case out of court but it fell through.

Marks Brothers claim they have been blacklisted on pictures and presentation artists by the majority of the distributors except Warners and Fox, have been unable to obtain first-run product unless O.K'd by Balaban & Katz and Publix.

J. D. WILLIAMS-HAMMONS SAIL FOR U. S. TODAY

J. D. Williams, managing director of World Wide Films, who left hurriedly a month ago to return to England on a sound production deal for British product, is sailing from London today on the Olympic and should be in New York next Tuesday.

No information was available at his New York office as to Williams' new plans, or whether he will continue his establishment of 36 British Exchanges in this country and Canada.

Earl Hammons, president of Educational Film Exchanges, Inc., is also sailing on the Olympic. He has been in Europe for a month on business and for a short rest, and went over to England on the same boat with J. D. Williams and John Maxwell.

Emelka Sells Out to Gaumont British

LONDON—According to advice from Berlin, the Emelka, German producers, exhibitors and theatre operators, principal rivals of UFA has been sold to C. M. Woolf and Isidore Ostrer, who are said to have made the purchase on behalf of the Gaumont British Corporation of England.

Woolf is chairman of the W. and F. Film Service of England which has released Emelka pictures in England heretofore.

& Schneider Circuit to supply their uptown houses with 1928-29 product. Prior film purchasing contracts are said to exist with the I.M.P.E.A.

The new legal action will come up before a Justice of the Supreme Court the week of July 19th, at which time a temporary injunction may be granted, pending final decision on the merits of the case, or the injunction may be held until October for final action.

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Most of our New York City subscribers are furnished their papers by carriers, in order that they will get a more prompt service than that given by mail. Subscribers will oblige by notifying us about any lapse in service.

Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemphstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. I.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Billy Brandt, reading that there are now 118,364,000 people in these United States, figures that all but 118,000,000 are ahead of him every Sunday on his golf course . . .

Aaron Jones, Chicago theatre impresario and realtor, is in our midst and stopping at the Astor . . .

Gene Marcus is here from Philadelphia today looking after the interests of Hanaphone, of which he is a large owner . . .

George Harvey, advertising manager of Pathe and one of the survivors, is away on a two weeks vacation and postcards he is getting brown, fat and sassy . . .

Herbert Ebenstein, when he isn't secretarizing the Sapiro organization, gives a thought to getting new members for the Motion Picture Club . . .

Joe Friedman, Universals supervisor of Exchanges in Europe, sails for the other side next Saturday . . .

Mike Glynn, Long Island booster, points to prosperity on the island, even to a new theatre in Patchogue . . .

Glendon Allvine says he is so busy that he can't get further from 55th and Tenth Avenue than the around the corner lunch wagon for his meals . . .

Howard Deitz and his entire publicity and advertising force, celebrated the hottest day in two years by knocking off work at three o'clock and going swimming . . .

Charlie Steiner, the Beau Brummel exhibitor, is frequently mistaken for a movie actor, the handsome devil . . .

Sol Brill opened up his heart and check book and bought \$2100 worth of Motion Picture Club bonds at the Park Central dinner last week . . .

Mack Sennett, who has been making a prolonged stay in New York, has at last signed up for the rights to make his comedies in sound, and will soon return to the coast to begin . . .

Walter Futter is wearing dark glasses but says it is because his eyes need them and not for a disguise . . .

Joe Quittner, theatre owner of Middletown, N. Y. is also a successful prac-

ticing attorney in New York City . . . Marty Schwartz is thinking of joining the American Olympic team and Arthur Hirsch suspects he wants to do the official team drinking on the trip . . . Irving Lesser is back from a considerable trip to the southwest, part of the time being spent in St. Louis . . . Bernard Edelhertz, the only red-haired exhibitor editor in captivity, has joined the Motion Picture Club . . .

NEWSREELS TO BUY "OLYMPICS" SHOTS

Newsreel distributors in the United States have rescinded their original intention to ignore the Olympic Games, which the Luce Company in Italy has sewed up under exclusive rights contract.

All the reels will be offered their pick of shots for simultaneous use with Luce, on a basis of \$1.00 per foot for whatever film is used in this country.

It is also possible that attempts may be made to "steal" under-cover shots of various portions of the Olympics, with hidden cameras, but this is a risk most of the reels will not care to undertake, cameras and films will undoubtedly be confiscated.

Smith Resigning from Movietone for RCA

Cortlandt Smith in charge of the technical end of Movietone for Fox-Case in New York could not be reached yesterday for verification of the report in picture trade papers that he would shortly resign his position with that company and take a similar position with RCA Photophone.

According to the story, Sheehan is prolonging his stay in New York for the purpose of straightening out the matter with Smith.

Synchronized Score to "Lilac Time" Ready

Sound accompaniment to "Lilac Time," First National special starring Colleen Moore, is now completed and will be ready with Photophone synchronization when the George Fitzmaurice production opens at the Central Theatre, August 3, for a run, it is announced by General and Production Manager Richard A. Rowland.

"Mysterious Lady" Nears Completion

"The Mysterious Lady" has been selected by Metro-Goldwyn-Mayer as the final title of Greta Garbo's new starring vehicle, now in final stages of production under Fred Niblo's direction. This film as formerly known as "War in the Dark," and is a story of Viennese adventure. Conrad Nagel has the chief masculine role and the balance of the cast includes Gustav Von Seyffertitz, the old monarch of "The Student Prince" and Betty Blythe.

Saturday Reviews

All reviews of New Pictures playing First-Runs in New York theatres will appear hereafter in the Saturday issues of Exhibitors Daily Review. "Sound Featurette" Reviews will likewise be reviewed in that issue each week.

Previews of new films, either in Hollywood or New York, will be published every Monday.

HIPPODROME BOOKS GOTHAM 'U.S. SMITH'

Budd Rogers, Vice-president of Gotham Productions, announces that the company's two current specials, "United States Smith" and "Hellship Bronson", have booked first runs in the East.

The first-mentioned, starring Eddie Gribbon and Lila Lee goes into the New York Hippodrome the week of July 23rd.

"Hellship Bronson", starring Noah Beery and Mrs. Wallace Reid, goes into the Philadelphia Fox Theatre the same week.

This will be followed in turn (July 30th), by "United States Smith", thus establishing the unusual precedent of an independent company running two specials consecutively at a first run house.

CALLAN LOSE BLUE LAW FIGHT IN MARYLAND

BALTIMORE—The much-talked about Callan-Blue Law trials in Baltimore have finally resulted in a victory for the State, according to latest reports from Maryland.

The Supreme Court of Maryland has upheld the conviction of John G. Callan, theatre owner, for violating the Sunday Blue Law in Baltimore, and he was fined \$100 and costs.

Callan has not commented on this however, and has filed an appeal with the Court of Appeals.

He who laughs last, often runs moving pictures on Sunday.

New Code of Ethics Being Drafted In Pa.

PITTSBURGH—The M.P.T.O. of Eastern Pennsylvania is drafting a new Code of Ethics for the theatre owners in the Pennsylvania District.

The decision to do this was made following a discussion of unfair advertising practices on the part of rival showman, at the last meeting of the association.

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CORTELLAPHONE IN THEATRES BY SEPT.

Cortellaphone theatre installations of sound equipment will be made within sixty days, according to Ed D. Turner, general manager of distribution.

In addition the new talking film device, a sound-on-disc invention, which weighs less than 300 pounds and costing \$500 for installation, will go into quantity production in ninety days so that all theatres can be sound equipped.

The Corporation has studios in New York for the scoring of pictures already made and rental fees for the accompaniments on film will be charged, independently of installation costs.

Cortellaphone will be used on 4 Buck Jones Productions this year.

"Revenge" Being Cut

The shooting on Dolores Del Rio's United Artists picture, "Revenge," has been finished and the film is now in the cutting room. Edwin Carewe directed.

Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

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Walter Craighead, Manager
DEARBORN STREET FROM JACKSON
TO QUINCY
New Garage One-Half Block

Walker's Political Charge Ill Advised Sentiment Here

N. SCHENCK LEASES STUDIO FOR M-G-M

**Cosmopolitan Ready for
Talkies in 10 Weeks—**

Biograph Converted

Nicholas Schenck yesterday announced that a lease for the Cosmopolitan Studio at 129th Street in the city was signed on Tuesday and Metro-Goldwyn-Mayer Corporation will use the studio for sound production.

The technicians are now at work in adapting the studio to sound production and Schenck believes that they will start shooting within ten weeks.

The Biograph Studios, controlled by J. J. Kennedy, are already being adapted for the RCA Photophone System of recording and shooting is scheduled to begin by August 1st.

The backers of the Biograph-Photophone plan are reported to be representing distributing companies, who have leased the studio from Kennedy, although Kennedy yesterday denied knowledge of any lease.

Paramount is using the Long Island studio for sound experimentation; Fox has its own small studio on 54th Street and 10th Avenue and Warners may produce shortly at the Vitagraph Studio in Brooklyn.

The Cortellaphone Company has its own studio downtown for recording and Photophone have been using a small studio at 411 Fifth Avenue.

Hoffberg Representative

Visiting in New York

Samuel Cornfeld, head of the Cornfeld Enterprises, who as the European representative of J. H. Hoffberg Company, maintains offices at Paris and Berlin and distributes pictures on the entire Continent, is at present in this country working out plans for the coming season with J. H. Hoffberg Company.

A.M.P.A. Meets Today 1

There will be an open meeting of the Association of Motion Picture Advertisers at the Hotel Lincoln today. There will be several Broadway celebrities present as guests.

Hays Silent on Coast— Answered Charge Last April

The address of Mayor James J. Walker to the Wampas out in Hollywood, in which he asked absolute neutrality in politics on the part of the motion picture industry drew comments from the entire industry yesterday.

The Hays organization made clear the stand of the industry some months ago when it stated that as far as Newsreels go, no favoritism was being shown to either Hoover or Smith and that both were getting the same share of screen publicity.

Their present attitude is the same and since Will H. Hays who is now in Los Angeles, did not deem it necessary to answer Walker's threats of reprisal, the home office likewise felt they had nothing to say.

Editors of the various newsreels pointed out that they had maintained absolute impartiality regarding national politics thus far and had no intention of doing otherwise.

Other prominent leaders expressed the opinion that the Walker demands were "bad taste" and smacked of Tammany methods. "If Hoover were to have two or three good talking pictures on Broadway and in the principal cities at the present time, a great hulabaloo would be raised as to favoritism, whereas Governor Smith has addressed film audiences through Movietone News and is this week declaring his attitude on citizenship at the Roxy Theatre in Movietone," said one official.

BALTIMORE MUSICIANS CONTRACT UP AUG. 1

BALTIMORE—Theatre musicians and managers held a joint meeting here recently to discuss wages and working conditions for the coming season.

The present contract between the union and the theatres expires on August first and the difficulties now coming up with talking picture installations and disposal of musicians' services in theatres will give both sides something real to think about for 1928-29.

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who couldn't buy
if they saw it.

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New Empire Theatre, Syracuse, N. Y.

Dunbar Theatre, Columbus, Ohio

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Roosevelt Theatre, Cincinnati, Ohio

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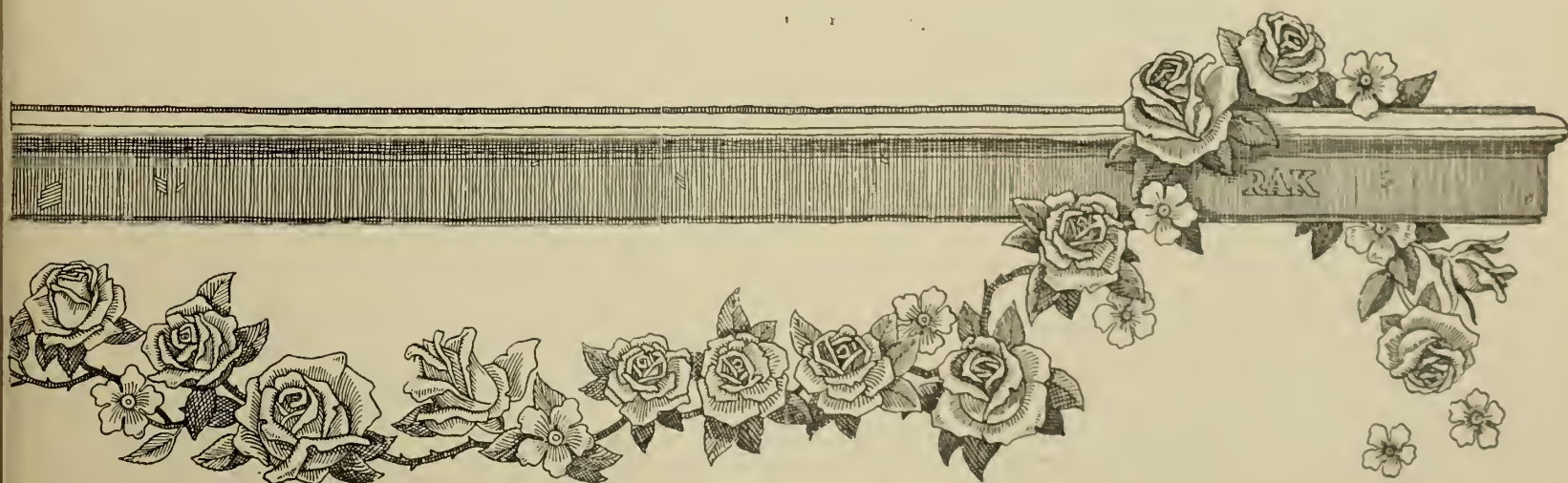


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CHOSEN TO PLAY "MAGNOLIA" in "SHOW BOAT"
UNIVERSAL'S DE LUXE PRODUCTION FOR 1928-29

The world-wide publicity that has resulted because of this announcement has vastly increased the value of her forthcoming pictures which include "HOME JAMES"... "THAT BLONDE" "THE LAST WARNING"... "ONE RAINY NIGHT"... "DANGEROUS DIMPLES!"



Hollywood News

By JOE BLAIR

Paramount is going to remake "Male and Female", this time with Richard Dix and Florence Vidor in the leads. Harry D'Arrast is to direct.

There has been another change in Tom Mix's director. It is now definitely decided that Eugene J. Ford will handle the megaphone on his first picture which is from an original story by George Pyper. Actual shooting started today.

There are comics aplenty in the "Show Girl" headed by Alice White. The cast includes a half dozen players known more for their comedy than anything else. They are Charles Delaney, James Finlayson, Lee Moran, Donald Reed, Gwen Lee, and Kate Price.

Dick Barthelmess is spending all of his short vacations on his yacht out on the Pacific. At the present time he has gone green turtle fishing off the Mexican coast.

The only girl on board a location ship among 1,200 men was Jeanne McNaughton, script girl for Frank Lloyd. This happened during the filming of Corinne Griffith's "The Divine Lady".

Its seems that the Frederick Lonsdale play "The Last of Mrs. Cheney" will finally be filmed. This time by M-G-M with Norma Shearer in the lead and Robert Z. Leonard directing.

United Artists has bought a German play entitled "Der Koneig von Bernina" which Ernest Lubitsch will direct; John Barrymore, starring and the cast to include among others, Lupe Velez and Camilla Horn.

Frank Strayer has been definitely set as director for "Moran of the Marines", the new Richard Dix picture which goes into production within the next couple of days, Ruth Elder being his leading lady.

Bert Wheeler, the stage comic, has been signed by Harold Lloyd. While nothing definite can be learned, it is understood that Lloyd is going to star Wheeler in a series of two reels.

Although Universal is at the height of production, there are few companies working on the lot due to the fact that nine units are out on location. "The Cat's Claw" in San Diego; "Forbidden Love" in San Pedro; Hoot Gilbon's new picture out in Chicago; "Beauty and Bullets" at Newhall; "The Collegians" in San Francisco; "Wolves of the Pack" in San Bernardino Mountains; and "Show Boat" soon leave for the Sacramento river. Alexander Marky's company is filming "Taranga" in the South Seas.

Reed Howes is completing his role in "The Singing Fool" with Al Jolson for Warner Brothers. He starts next week on his Charles Rogers Airplane Featurettes.

Ben Pivar has been raised to chief film editor by Columbia Pictures.

Richard Tucker, who has completed "Captains Swagger" for De Mille, is now playing with Fanny Brice in "My Man" for Warner Brothers. He starts for First National next week in the "Show Girl". Al Santell.

Hugh Allan, who has not had a vacation in five months is completing "Annapolis" for DeMille and expects a week.

Kathryn McGuire has just completed a western with Bob Curwood for Universal. She will start another within a week.

Frank Hagney is playing the heavy in the present Ken Maynard—First National—as yet untitled.

Virginia Brown Faire is now playing a lead at Metropolitan for the Biltmore Productions. This establishes a record for Miss Faire who has played in eight pictures so far this year.

Clyde Cook is now playing in "Docks of New York" opposite George Bancroft. Von Sternberg directing. Upon completion of this he will return to DeMille to do a picture under the direction of Tay Garnett.

Anders Randolph, who has just completed a principal role in "Me Gangster"—Raul Walsh—Fox, is now playing a district attorney in "The Power of Silence" at Tiffany Stahl.

Bernard Randall, who has been off the screen for two years playing "Honeymoon Lane" on the New York stage, is again back on the screen. He has been added to the cast of "The Show Girl"—Al Santell. First National.

Poodles Hanneford, who has just finished "The Circus Kid"—F.B.O., has just started ten two reel comedies for Weiss Brothers. Between the stage and screen Poodles is booked solid from now until November.

Emil Chautaud and Arthur Houseman have been signed for supporting roles in Gotham's "Times Square".

Howard Estabrook is working on the continuity of the Rupert Hughes story "She Goes to War" which is being produced by Inspiration.

Jack Mulhall will be featured alone in "Applesauce", based on the Barry Connors stage hit.

Esther Ralston, Paramount star, is back from her Hawaiian vacation and soon will begin work on her next picture, "The Case of Lena Smith".

The stage Jane in "Celebrity" is Lina Basquette's first role for Pathe since she completed the role of Judith Craig in Cecil B. DeMille's "The Godless Girl".

Stan Laurel, the lissome lad with the expression of a thwarted oyster, who appears with Oliver Hardy in Hal Roach M-G-M comedies, has purchased himself an ornate igloo in exclusive Beverly Hills.

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CHRISTIE TALKIES IN EXCHANGES BY AUG. 11

NORDISK LIQUIDATES COPENHAGEN REPORT

LONDON—Conflicting reports concerning the general meeting of Nordisk Films of Denmark which will take place on July 22nd at Copenhagen are floating about.

One report has it that the company has decided to liquidate while another rumor states that one of the big British film companies may acquire a considerable financial interest in the Nordisk outfit.

Whether the company will reorganize and continue with new capital or go into voluntary bankruptcy will not be decided upon until the Directors meeting.

Film Stocks Drop

Among the film stocks which dropped in the general slump of the market yesterday were Fox Film A, showing a loss of 2¾ points; Paramount 4 points; and Warner Bros. 3¾ points. Fox Theatres was off 1¾ points.

Int. Talking Pictures

The International Talking Pictures Corporation was formed in Manhattan this week and papers filed in Albany. Attorneys for the new company would not divulge what the purposes of the new organization would be.

The new releasing season in the Paramount Exchanges which begins on August 11th, will not only afford exhibitors a large percentage of Paramount features with sound but every Christie comedy will have sound in some form, according to Al Christie.

The producer stated yesterday that the scenario forces including dialogue writers are being especially built up inasmuch as the Christies believe that story situations will be paramount in the new type of sound comedies.

Al Christie also made plain that exhibitors need have no fear that the usual supply of comedies, without sound, will fall short in either quality or quantity, as all comedies made for sound accompaniment will also be presented in straight film for the regular trade and for the foreign market.

"We will devote as much care and thought to the product without sound, as heretofore," said Al.

Pathetone Aug. 1st

The Pathe Talking Newsreel which is being organized is expected to be ready with its first issue about August 1st. The official name of the reel may be Pathetone or Pathephone.

RCA photophone will be used in the process.

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 10

New York, Friday, July 13, 1928

FIVE CENTS

OBSERVATIONS

RCA STUDIO FOR COAST

Why Is It?

Why do most of our larger producing organizations, with every known element for the making of good pictures, suffer such astounding reversals in the quality of their product? Having established an undoubted quality one year, they seem unable to maintain that standard the following season. Do they use the same elements in the making of bad pictures that exist in the making of good ones?

Formula

Pictures are not made to a set formula, they can not be manufactured in the same mold. But why, given the same type story, cast and direction, must one be good and the other very bad? Does the fault lie with the producer, the director or the entire organization? Why does it seem impossible for any one organization to firmly establish consistency in their product from year to year?

Reasons?

After spending unlimited time and money, with careful preparation in making a series of excellent pictures, does the producer, sort of, set back on his laurels? Does success go to his head? Does factory-methods ruin the morale of the organization? Does he think he knows it all? Or is the making of successful pictures a matter of luck? What is it? Who is to blame?

Walker

Our New York Mayor, seems to have started something he can't finish in his address to the WAMPAS at Hollywood. His speech with its threat, is being repudiated by every political faction, be it Democratic or Republican. Jimmy has spoken out of turn.

WILKERSON

Fox Playing No Favorites

Campaign speeches of Governor Smith, Democratic nominee for President, and Herbert Hoover, Republican candidate, will be filmed by Fox Movietone cameras wherever they speak between now and next November, and projected in motion picture theatres through the country.

This announcement was made by William Fox, president of Fox Film Corporation, who has assigned Movietone camera crews to follow the presidential candidates wherever they go in their campaign.

These sight and sound records of the political campaign will be shown in theatres equipped to show Movietone pictures.

ARBITRATION BOARD REVERSALS ILLEGAL

SEATTLE — Judge Gilliam here has decided the Warner Brothers-Waldo Ives case in favor of the exhibitor after two arbitration boards had rendered verdicts for and against the theatre owner.

The Justice did not rule on the merits of the case, but merely decided that the award of the first Arbitration Board must stand since there was not sufficient reason for re-opening the case.

While not much money was involved (Continued on page 4)

Poli to Accept Fox Offer of \$20,000,000

NEW HAVEN — Max Schoolman, Inc., owner of the Poli Circuit is reported to have accepted a price of \$20,000,000 for the chain of theatres from Fox Theatres.

That the chain has been on the market for some time is generally known and also that the Fox and Keith-Albee-Orpheum were chiefly desirous of talking it over. The only obstacle has been the price, with K-A-O taking the attitude that they could afford to wait until the price was low off to be considered reasonable.

Up to this latest report, the Poli people have sat tight waiting for a showdown, but if the reported purchase is true, it will have paid them to wait.

"MARY DUGAN" SOLD

M-G-M To Produce First All Talkie From Play

Metro-Goldwyn-Mayer's first all-talking picture will be the play "The Trial of Mary Dugan." Contracts for the screen rights, which include all Movietone and Vitaphone rights, have been signed by Al Woods and Nicholas M. Schenck.

Bayard Veiller, author, will supervise the motion picture adaptation, which will be produced in the near future.

WERNER SEEKING SOUND STUDIO FOR UNIVERSAL

Dave Werner of the Universal Home Office will be temporarily in charge of that company's plans for producing short talking "acts" which artists from vaudeville and the legitimate stage.

Suitable studio facilities for talking production are being sought around New York but nothing has been found yet that meets the company's requirements.

The Universal Ft. Lee Studio might be converted but objection is found to it, in that artists from the Broadway shows may find the studio too far away traveling to and fro at late hours.

Production plans are indefinite pending the final decision as to which talking recording method is to be used. Some of the company's features will be done with Movietone, but every other appliance is being investigated.

Sam Sax Due Saturday With 2 New Films

HOLLYWOOD — Sam Sax, president of Gotham productions, will arrive in New York Saturday morning from Hollywood.

Sax is bringing with him prints of "Companionate Marriage" and "The River Woman".

"Companionate Marriage" was previewed before a large audience the other night at one of the outlying houses and created a sensation.

Anderson Forms New N. W. Exhibitors Ass'n

A new Northwest Exhibitors Association is in process of formation, outside of the plans of the Al Steffes organization.

The first meeting was held in Alexandria, Minn., according to Billboard, and Andy Anderson of Detroit Lakes presided and a drive is on for members from States in the Northwest region.

Engaging Directors, Writers and Technicians on Contracts

By JOE BLAIR
West Coast Correspondent

LOS ANGELES — RCA Photophone company will establish their own producing studios in Hollywood, for the purpose of making Photophone recording and talking film production available to independent exhibitors who have not been licensed by other recording systems.

Due to the almost prohibitive fees demanded by the Movietone and Vitaphone processes, independent producers here have been at a loss as to where they could produce pictures with sound. One such producer has mentioned that he would like to devote 50% of his next year's program to sound, provided he could get reasonable facilities. Other producers are making rush trips to N.Y. and are returning sadder but no wiser.

Photophone is said to be ready to equip theatres and to do musical recording on disc or film at half the cost of other well-known systems, and is also preparing to produce its own features and shorts in Hollywood and is now lining up directors and writers for this purpose on contract basis.

GALLUP DECLINES 2ND TERM AS AMPA HEAD

The nominating Committee of the AMPA yesterday recommended a new ticket for the election of officers to take place on September 16th.

Bruce Gallup, President, was renominated; Paul Penjamin was named for V. P., Dave Bader for Secretary and Geo. W. Harvey for Treasurer.

For the Board of Directors, Walter Eberhardt, Alex Moss, Ed McNamee, Al Selig and C. W. Burrell were

(Continued on page 4)

"Trail of '98" Closing Astor Installs Sound

"The Trail of '98", the picture version of Robert W. Service's story of the Alaskan gold rush, concludes its five-months' run at the Astor Theatre this Sunday evening. The Astor will then remain dark for two weeks to complete the installation of Movietone effects for "White Shadows in the South Seas", which will follow. "White Shadows" will be the first M-G-M film with sound accompaniment and a synchronized score.

DAILY REVIEW

EXHIBITORS

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemphstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Mayor Jimmy Walker warns the industry about getting into politics, and now who's going to warn Jimmy about talking foolishly . . . Hy Daab, of FBO is now a regular big league playright, his "Ringside" show going over great at Detroit . . . Roxy Rothafel was given a couple of traveling bags as a birthday present and that doesn't mean that his friends want him to travel . . . Sam Spring, according to unverified rumor, has promised that some day he will attend a meeting of the Motion Picture Club admissions committee, of which he is a member . . . Henry Bate, of Universal, is spending his vacation in the Plattsburg soldier training camp and Paul Gulick expects him to come back a colonel or something . . . Joe Kennedy, E. B. Derr and Eddie Moore have gone to the coast by the Northern route to avoid the heat . . . Harry Reichenbach, remaining in Europe sent Ruth Elder home alone and so far as known nobody stole her . . . Winnie Sheehan is returning to the coast, and why not with a home on a 25 acre lot with private golf course, swimming pools and everything . . . Herbert J. Yates, a demon for speed, holds conferences while walking on the street and the conferees have to run to keep up with him . . . Martin J. Quigley, popular editor and clubman, gave the new Motion Picture Club quarters the once over and threatens to be a regular attendant when it opens . . . Milton J. Schwartz sales manager of Movietone, is called Papa by the same youngster that calls William Fox grandpa . . . L. J. Selznick is here

ENTIRE GOTHAM LINEUP BOOKED BY CAPITOL

Gotham Productions have closed an important booking contract with the new Capitol Theatre in Portland, Ore.

The theatre will play the entire Gotham output of 22 features and four specials to be released on the 1928-29 program.

In addition, four pictures on the remaining 1927-28 program have been booked and will be played as well.

M-G-M Profits Rising Loew Preferred Div.

After deduction of expenditures, the Metro-Goldwyn-Mayer Corp., showed a net profit of \$1,325,254, for the twelve-week period ending June 3rd.

The Loew's Inc., quarterly dividend for the period ending August 15th, will be \$1.62½ on the outstanding \$6.50 cumulative preferred stock outstanding.

Sloan in Town

Paul Sloan, director, has arrived in New York from the Coast and is stopping at the Astor. He will negotiate a new contract before returning to Hollywood.

Coe in Town

Charles Francis Coe, author of "Me Gangster," which Fox Film Corporation is completing, has arrived in New York. He went to California to assist the company in preparations on four of his stories; "Me Gangster," "The River Pirate," "Fog" and "Captain Lash."

M-G-M Casting Here

Robert Harris, representing the M-G-M studios, is now on his way East and will make tests here of several persons who are under consideration for roles in "Nize Baby". He also plans to make voice tests of a number of stage personalities.

Royster at Clemmer

Herbert Royster has been appointed manager of Universal's Clemmer Theatre, Spokane, Washington, according to the announcement from Charles B. Paine.

Royster was formerly assistant manager at this house and succeeds Clem Pope, resigned.

planning to make sound pictures . . . Gordon White, Educational's handsome and debonair director of advertising and publicity, is back from a vacation spent in the Laurentian mountains of Quebec . . . Irving Berlin is to write a song for the Motion Picture Club, and Emil Jensen promises to sing it at the club opening . . . Courtland Smith has resigned from Movietone, or he has not, so take your choice . . . Walter Wanger is the busy man getting things ready for the opening of Paramount's sound picture studio at Astoria . . .

BAD BUSINESS CLOSES EVEN VITA. THEATRES

PITTSBURGH—The Olympic and the Regent Theatres of the Stanley Chain have closed down because of bad business.

Loew's Aldine which was closed down some time ago, is being remodelled and will reopen Labor Day.

The Olympic and Regent were the only houses equipped with Vitaphone and since their closing, plans are being made to equip the new Stanley Theatre with Vitaphone. The Davis Theatre also controlled by Stanley may shut down, although A. S. Davis, of the Stanley Circuit considers this improbable.

PIZOR-FITZGERALD IN STUDIO DEAL

James A. Fitzgerald and William M. Pizor have become associated in a new studio project for Kansas City, and have chartered the Imperial Productions, Inc., in Missouri, with a half million dollars capital.

The company expects to produce 8 six-reel features; production to begin in the Fall. Alice Calhoun is mentioned as the first star contracted for. The company is also reported to have on hand 48 features taken over for distribution.

Cast for "Show Boat" Almost Completed

Harry Pollard, director of Universal's "Show Boat," has assigned Neely Edwards to the part of Schultzie. With the exception of two unfilled roles, the cast for this picture has been completed.

Joseph Schildkraut will play the role of Gaylord Ravenal, Laura La Plante, Magnolia; Alma Rubens, Julie; Harry Holden, Means; and Elsie Bartlett, Ellie. The roles of Steve and Mrs. Means are yet to be cast.

Fox-Case Executives Off to Hollywood

Fred Schader, Ben Jacksen and Joe Pincus of the Fox-Case Movietone production department left New York Wednesday for Hollywood to commence the 1928-29 Movietone production schedule on production of features and shorts.

They are taking with them plans originated by W. R. Sheehan, V. P. and Gen. Mgr. for the establishment of a Movietone stock company of stage players.

SOMMER—NESTLE

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Highlights in the

News Reels

Reflecting Enterprise

Newsreel No. 54. Just a few of the interesting events featured in International are the Grand Prix won by an American horse; Pres. Coolidge fishing on his 56th birthday; and some impressive scenes, of rescue work being carried on for the marooned Arctic explorers.

Paramount News No. 99. New York hailing Miss Earhart, the Atlantic girl flyer, opens. Also included are thrilling shots of the famous "Rocket" car exploding at Burgwedel, Germany, and Army blimps in spectacular maneuvers at Scott Field, Ill.

Pathe News No. 57 shows Gov. Smith welcoming first voters with patriotic speech in New York; views of Betty Carstairs doing 65 miles per hour in her boat at Windermere, Eng.; and speedy dogs racing for rich Derby stakes at Tia Juana, Mex.

The Prince of Wales presenting new colors to the members of the Honorable Artillery in London, Eng.; Secretary Wilbur of the Navy visiting the Brooklyn Navy Yard on an inspection tour; and A. E. Cunliffe meeting death in his speed test at Southport, Eng.; and many other subjects are offered in Kinograms No. 5411.

M-G-M-News No. 94 gives a very interesting list of current events, the most thrilling of which is Al Faussett going over a cataract 184 ft. high in a frail craft at Silverton, Ore.; women breaking records in the Olympic trials at Newark, N. J.; and pigeon international contest held at Rome, Italy.

Views of the two daring Italian flyers, Ferrarin and Del Prete, just before starting on their record beaking flight to Brazil are present in Fox News No. 82. Of interest, too, is the beginning of the small schooner race from New York to Spain, as well as girl athletes being picked to represent the U.S. in the Olympic contests.

Classified Advertisements

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Meador and Aiken Back Garage Scheme Roxy Style

Two former prominent picture men are promoting a huge garage deal which involves the construction of a tremendous garage in back of the Roxy Theatre, which is now being used as an open parking place.

Jack Meador, formerly with Metro-Goldwyn-Mayer and Harry Aiken, of the old Triangle Company, together with the Yellow Taxi Company are in back of the project.

The plan is to manage the Garage on Roxy lines; uniformed attendance and complete servicing being featured. Certain restrictions against the project are now being fought out in the courts.

Saunders Conferring with Pa. Exhibitors

Claud Saunders, Mid-West Divisional Exploitation Manager for Paramount Pictures, will be in Pittsburgh this entire week.

Saunders will make his headquarters at the local Paramount exchange, and spend most of his time with Dave Brown, manager of the local advertising accessories department.

Through Mr. Brown, an invitation is extended to all exhibitors to visit the exchange and meet Mr. Saunders personally.

"Gallipoli" Filmed

AUSTRALIA—A. C. Tinsdale has completed several year's work on the picture "Gallipoli," and is reported to have signed for Australian distribution with the Mutual Film Exchange of Melbourne.

The picture is based on the Gallipoli campaign and was produced by the Embassy Film Co.

Sholtz Joins Zakoro

Bernard Sholtz, formerly with Zakoro Film Corporation has joined the sales forces of Tiffany-Stahl Productions. William Horne replaces Scholtz at Zakoro.

Jenner Joins Price

William Jenner formerly with Harry Langdon as business manager will now be associated with Oscar Price in the production of a series of 5 Richard Talmadge Westerns, which may be synchronized.

Production is scheduled to begin next Monday at San Mateo in the Consolidated Studios. "The Bachelor's Club" will be the first picture.

Miley with Movietone

Jack Miley has been added to the editorial staff of Fox-Case Movietone Newsreel department.

Ramona Theatre

Due to the great popularity of the U.S. picture "Ramona", C. C. Voeller has named his theatre in Buhl, Idaho, The Ramona Theatre.

HAYS REASSURES W. C. PRODUCERS ON TALKIES

HOLLYWOOD—Will H. Hays who is here on his annual visit reassured producers that the talking film development will be universally adopted.

All the studios which have begun to adapt their studios to sound production have been awaiting some official reassurance that the talkies are here to stay and will now lay their plans accordingly.

Hays stated that sound will be dramatized when such dramatization adds to the value of the picture.

12 Poli Theatres to Equip with Sound

Vitaphone and Movietone equipment may be installed shortly in 12 of the largest houses of the Poli Circuit in New England, following a period of indecision on the part of Poli in deciding which buying offer to accept for the chain.

The houses selected will probably be Poli's Theatre and Capitol in Worcester, Mass; Palace, New Haven; Bijou, New Haven; Palace, Springfield, Mass; Capitol and Palace, Hartford; Majestic, Bridgeport; Palace and Poli, Bridgeport; Palace, Waterbury.

Considine Coming East

John Considine, General Manager of Production for United Artists left Hollywood yesterday for New York to select a talking cast for "Nightstick."

He will also confer with Electrical Research Products on the technical arrangements for United Artists.

Sydney in England

Scott Sydney, Christy director, is now in England and has been engaged by the British International Pictures to direct the famous Continental comedy pair Long and Short, in a feature comedy.

Gloria to Talk

Talking sequences together with music synchronization will be featured in Gloria Swanson next United Artists picture. "The Swamp", which was written and will be directed by Eric von Stroheim.

Rayart in Full Swing 2 Pictures Completed

Shooting is in progress at full speed at the Rayart offices in the Metropolitan Studios in Hollywood, under the supervision of Trem Carr, Rayart's Supervising Director.

Already the Carr units have finished the first two of the 1928-29 pictures on the Rayart Program and are at work on the third.

Geraghty Adapting

Tom Geraghty is preparing the adaptation and continuity on "Synthetic Sin," Colleen Moore's next production for First National. Miss Moore is now working on "Oh, Kay!", based on the musical comedy. "Synthetic Sin" will be a screen version of the play by Frederic and Fanny Hatton.

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Biltmore Theatre, Brooklyn, N. Y.
Wonderland Theatre, Minneapolis, Minn.
Dave Helbig, Cincinnati, Ohio
Capitol Theatre, St. Louis, Mo.
Stratford Theatre, Brooklyn, N. Y.
Reno Theatre, Minneapolis, Minn.
Merrill Theatre, Milwaukee, Wisc.

Exhibitors DAILY REVIEW

WM. R. WILKERSON, Publisher and Editor

45 West 45th Street
New York, N. Y.

Hollywood News

By JOE BLAIR

Jack Okey, the discovery of Wesley Ruggles, Universal director, at present appearing with Clara Bow in "The Fleet's In" was signed by Paramount for five years following the screening of his first day's work.

People around Hollywood are hardly able to recognize Alice White. With her hair a different color and a decided cut, she does not look like the same girl.

Credit Al Santell, the director for this great change in Alice. He is now directing her in "Show Girl", a First National picture and studio rumor has it, an unusual wow when finished.

Santell's having a hard time keeping Gwen Lee from stealing the picture.

Wesley Ruggles has made another discovery. This time, a boy by the name of Freddie Goodwin who resembles Tom Moore.

Ruggles is directing "Salvage" and Junior Laemmle says it will be a surprise picture of the year. Mary Philbin starred, haircut and all.

Paul Seoffield sold a story to the Howard Hughes Caddo Productions for Thomas Meighan.

Malibu Beach, the exclusive movie colony, is in full swing at present. New residents include Alan Dwan, William Powell, Wesley Ruggles and Lonnie Dorsa, Mack Sennett production manager.

Karl Dane a carpenter by trade, has built during his "between picture" time, a very unusual bungalow on the beach.

Mal St. Clair, at present directing Clara Bow in "The Fleet's In" is seen out with his little leading lady. He called her his "hand grenade".

Over on the Mack Sennett lot everything's working at top speed. A snapshot of Lonnie Dorsa grabbing a sandwich for lunch should be a picture for the book.

Sammy Cohen, Marjorie Beebe, Tyler Brooke and Ben Bard are doing their initial work in Movietone at the Fox studio in a sketch directed by William Conselman, entitled "Four A. M."

Nancy Drexel has been chosen for the lead with David Rollins, playing her boy friend, in a John Ford production "Riley, the Cop".

Emil Jannings is all het up by someone starting a rumor that he is to return immediately to Germany. From his own lips, we find he is completely satisfied with Hollywood and everything around.

"Off again, on again" can certainly be applied to Eva Von Berne, the M-G-M foreign discovery. One day she is out of the Jack Gilbert picture and the next day in. Today we find her "in"—tomorrow, well...

The longest-range motion picture scene on record was taken during the battle staged off the Southern California coast for First National's "The Divine Lady". The scene represented a glimpse of the engagement through a telescope and was photographed from a distance of ten miles.

Bob Steele FBO's popular young screen star, is making his debut as a screen writer in addition to his somewhat strenuous activities before the camera. Steele, in collaboration with Perry Murdock, who is his companion in the picture, wrote the original story of "Captain Careless", which is now in production.

Roscoe Karns has been signed by Paramount to play Richard Dix' pal in "Moran of the Marines".

Tenen Holtz has been added to the cast of Marion Davies's new Metro-Goldwyn-Mayer production, "Her Cardboard Lover", which Robert Z. Leonard is directing.

Dot Farley, who helps to supply much of the comedy found in "Celebrity", played Ben Turpin's mother in a dozen Mack Sennett comedies.

Richard Barthelmes is planning to go on location in and about the Panama Canal for exteriors in "Scarlet Seas", his next starring vehicle.

Fox has made the following additions to the casts of three pictures: James Ford and Sherman Ross in "Making the Grade", Robert Peck in "Prep and Pep", and Marcella Corday in "Backwash".

Evelyn Bront, having returned to Hollywood from her recent vacation in the east, is preparing for work in "Interference", in which she will be co-featured with Clive Brook.

Edward Nugent the young man who played the reporter in the M-G-M version of "The Bellamy Trial", is working with Byron Morgan on the comedy construction of "Gold Braid".

Victor Potel, the "slippery Slim" of old Essanay comedies, is appearing in Pathe's "Captain Swagger".

Estelle Bradley, who plays the leading feminine role in the first Educational-Mermaid Comedy of the new season, is keeping herself occupied between pictures by fitting up the new dressing room recently presented to her.

"The Glorious Trail", Ken Maynard's latest western feature for First National, is now nearing completion.

Nancy Carroll's beautiful and unusual golden reddish hair, along with striking costumes and unique desert and mesa scenery will be brought out in technicolor sequences of Paramount's Zane Gray picture, "The Water Hole".

Victor Talkie Studio for All New York Producers

Hollywood and N. Y. Plants Not to Compete But for Service

Having announced the opening of a new recording studio in Hollywood, the Victor Talking Machine Company is also laying plans for a site in New York City for an additional studio, according to R. Fenimore Johnson, executive Vice-President of the company.

This Manhattan plant will not only record music for pictures but also record generally for Victor in the metropolitan district.

At the Hollywood plant, which should be ready by November, actual scenes for productions will be shot with sound and voices.

It is not the intention of the Victor Company to in any way compete with the film producing companies. It will be strictly a service company providing picture producers with sound accompaniments for their photoplays, either in the form of complete synchronized scores arranged and recorded by Victor's expert staff and made after the feature films have been cut and edited, or in sound effects recorded during the actual photographing of the films.

It will also make records for any company which does its own recording. This latter work it has done for some time for the Vitaphone Company.

In addition to its plant in Hollywood it will maintain trucks equipped with recording apparatus which can be quickly moved to any studio or location where sound is to be recorded. Recent experiments with a portable apparatus to record the sounds of an airplane in flight have proven the practicability of the scheme.

Arbitration Board Reversals Illegal

(Continued from page 1)
Involved in this dispute, the case received wide-spread notice. Ives who operates a theatre in Anacortes and Mt. Vernon refused to play 5 Warner Pictures alleging substitutions in players, stories or directors.

Warners' defense was that their campaign book was merely advance information for the trade and had no effect on contracts. The contract specified titles only and they offered to deliver pictures with those titles sold.

Gallup Declines 2nd Term As AMPA Head

(Continued from page 1)
mentioned.

Gallup declined the nomination, stating that he was forced to turn the honor down because of other arduous duties, but because there was a man in the organization, who was better fitted for the Presidency this coming year. He declined to name the man he would like to have succeed him and requested the nominating committee headed by C. W. Burrell to hold another session and report a second choice next Thursday. Gallup promised his full assistance to the new ticket this coming year.

STUDIO FORCES AWAIT KENNEDY W. C. CHANGES

J. P. Kennedy, President of FBO and E. B. Derr, secretary and treasurer of the same company are enroute to California and will arrive there next Monday.

R. A. Rowland who was expected to leave with Kennedy will not go to Hollywood for some time, probably waiting until Kennedy lines up the production future of First National.

Kennedy will confer with William Le Baron on production matters for Pathe-FBO and First National and will not return to New York until the middle of August.



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DAILY REVIEW

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Reg. U. S. Pat. Off.

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VOL. 24 No. 11

New York, Saturday, July 14, 1928

OBSERVATIONS

Judgment Required

It is our opinion that talking pictures, when perfected, will be a great and wonderful boon to amusement, but only in those instances where the picture itself is suited to that medium or could be strengthened greatly by "sounding" any part of it.

"Patriot" Again

We have been informed (and hope not reliably) that the release of "The Patriot" is being held up by Paramount, in order to impose upon this now perfect picture, a "talkie" sequence. We use the word "impose" advisedly, feeling that in this case it is little short of sacrilege to break the spell of this production which in its present state reaches the very highest of pantomimic art.

Stage Play

The point might be raised that "The Patriot" was a great play and should therefore be adaptable to one or more talking sequences. In many cases, this might be true, but seeing this picture as we did, in about twelve reels, any one who was not swayed by movie world "talking-madness", would realize the folly of jarring, for an instant, the smoothness, the subtlety and finesse with which this play has been transferred from stage to screen.

Flawless

With its flawless direction, its perfect performances, its moments of humor, tenseness and pathos, its beautiful mounting and photography, "The Patriot" stands head and shoulders above any picture, other than one or two great spectacles, ever made. What then, is to be gained by cheapening it with a talkie sequence? Is the art of eloquent pantomime, to which movies have aspired for years, and in this picture have reached, to be cast aside entirely, so that regardless of its adaptability every picture can be turned into a talkie?

"Gild the Lily"

Please, Mr. Lasky, if our information is true, reconsider this action, for if the case of "The Patriot" is any indication of what is going to happen to many pictures that is great in itself, it is a pity to contemplate the many that will be cheapened, if not completely spoiled, by talkie-mad producer's attempts to "gild the lily."

WILKERSON

New Stanley Merger Talk Staff Changes Due Monday

JOHN BARRYMORE STAGE VETERAN CAUSING SCRAMBLE FOR SERVICES

Star Decided Warners Signs with United Artists Will Make First All-Talkie in Sept.

According to statement given out by John Barrymore yesterday, negotiations are being carried on with Warner Bros. for the production of the star's first all-talking picture.

"The personal friendship and regard existing between Mr. Schenck and myself is in no way affected by this step. I feel that Warners should do my first talking picture, as they have two year's experience in perfecting Vitaphone and their product," said Barrymore.

Indications point to an immediate start on this production in Hollywood.

HOLLYWOOD — Barrymore's next production for United Artists will begin in September.

It will be a sound device photoplay founded on a European best seller, "Der Koenig der Bernina," by J. C. Heer.

Ernst Lubitsch has been chosen to direct Barrymore in this new role which will make John a hero of the Alps.

Eric Locke will be assistant director to Lubitsch, having been formerly associated with him.

There will be a meeting of the Board of Directors of the Stanley Co. of America on Monday in New York, which was scheduled to be held Sunday, July 15th.

The most important matter coming before the board is a vote to be taken on a further merger with a picture producing company to take place in the near future.

This merging may take the form of even closer relations with Warner Brothers than was initiated some months ago when Wadill Catchings of Goldman Sachs & Co. was elected to the Stanley Board of Directors.

Yesterday, a Stanley official in Philadelphia verified the rumor that vital changes in the personnel of the company may be effected after Monday's meeting, but who is to be affected was not known.

Previous reports had Abe Sablosky resigning from Stanley to take charge of the Booking Department of Keith-Albee-Orpheum Circuit.

KENNEDY SLATED FOR PHOTOPHONE LEADERSHIP

According to Wall Street report Saturday, J. P. Kennedy, President of FBO, and Business Advisor to First National Pictures has been selected by RCA Photophone to become Chairman of the Advisory Board of Production.

One of Kennedy's chief purposes of visiting the coast at this time may be to officially take over the initial operations of establishing the Photophone studio in Hollywood.

As already noted, Photophone is (Continued on page 2)

BUTLER DEFINITELY TO SAIL—COLLYER RECAST

Coast reports to the contrary, David Butler will sail from New York some time next week with a crew of cameramen and assistants to take scenes for the forthcoming Fox production "Chasing Through Europe".

June Collyer, originally selected for the feminine lead, will return to the coast for an important part in the next Raul Walsh "Behind That Curtain", which, we understand, will have "sound". Miss Collyer made several Movietone tests before leaving the coast and the results proved a very pleasant surprise to Fox officials.

BUYING STRIKE IN N. Y. WORRYING SALES HEADS

The exhibitors buying strike on 1928-29 product is assuming alarming proportions in the eyes of sales managers generally in the New York territory.

They find that probably because of a combination of reasons hardly any contracts are being signed and theatre owners show no signs of anxiety for their future supply of pictures.

One very big exchange executive in the city described the situation precisely when he admitted that all the contracts signed for new product (Continued on page 2)

Television of Moving Objects Accomplished

Moving pictures were exhibited for the first time in a wired demonstration Thursday of the latest improved Television machine in the Bell Telephone Laboratories here in New York.

This development marks a new advance as heretofore only still pictures had been transmitted. This is due to the newly developed photo electric cell of great sensitivity, which enables the machine to transmit with the aid of sunlight, eliminating the lighting equipment previously found necessary.

NEW FOX PRODUCT STARTS ROXY TODAY

The feature of the new Broadway film week will include the inauguration of Fox Pictures at the Roxy and a new Synchronized picture, the first of the Paramount product.

"Street Angel" Fox Special which comes direct from its run at the Globe Theatre will play at popular prices at the Roxy.

Richard Dix in the first Paramount sound picture "Warming Up" will be featured at the Paramount. This occasion marks the first time that the theatre has projected synchronization of sound and film.

"Telling the World" with William Haines will be at the Capitol, as well as "The Virgin Queen" 2-reel technicolor. "Ladies of the Night Clubs" will be at the Hippodrome. (Continued on page 2)

Pola to Make 2 UFA's

PARIS—Pola Negri will remain in Europe immediately and will make two pictures for UFA. The star is also planning to divorce Prince Mdwan on grounds of incompatibility and lingering love for the dead Valentino.

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

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London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Jimmy Grainger left last night for Boston where he will week-end; also will Monday and Tuesday there . . . Gene Marcus, of Hanaphone, came up from Philadelphia yesterday to spend the day with Joe Levine, his representative in this territory . . . Lou Metzger and Fred McConnell, just back from St. Louis, says the thermometer registered 102 degrees on the coolest day during their visit . . . Harry Brandt moved to Cedarhurst recently and the sporting business immediately took on a big boom in the neighborhood . . . E. W. Hammonds, big chief of Educational Pictures, who has been in Europe for the past six weeks, will arrive in New York on Monday . . . Lon Brown, of Joe Hornstein's staff is laboring under the delusion that he can qualify as a silverware expert . . . Joe Rock, bubbling over with big ideas of making comedies with sound, is in New York completing arrangements for same . . . Paul Sloan is here from the coast and may sign up again with Paramount, this time for sound pictures . . . Harry Reichenbach, playing them high, wide and handsome in Paris, will return to New York on August and then everything will be all right . . . Bruce Gallup had a hard time ducking reelection as the A.M.P.A. boys want the best president they ever had to serve a second term . . . President Al. Lichtman, of the Motion Picture Club is acquiring writers cramp signing bonds . . . Millard Ochs, sturdy son of a stalwart father, is planning a trip to Europe in the near future . . . Leo Brecher relieved the hot weather gloom at the Astor by dropping in for lunch yesterday and telling Lou Baum et al how to enjoy a vacation . . . Johnny Butler, in charge of Paramount's Long Island studios, is thinking of establishing a body guard to stand off the people who think they want jobs in Sound pictures . . . J. D. Williams, who made a hurried trip to England to put his producing companies wise to sound pictures,

GRAINGER SETS LINEUP 100% IN 37 KEY CITIES

General Sales Manager J. R. Grainger of Fox Film Corporation has just closed a series of Fox service deals with many of the big circuits in addition to setting the Fox product 100% in the 37 key centers.

The choicest of the circuits which have signed up are the Publix, Publix-New England, with product getting a break in the Boston Metropolitan; Publix-Sparks, Balaban and Katz, Publix-Skouras; Lisbon-Keith; Karl Hoblitzelle-Interstate Amusement Co; Fred Dolle and other independent circuits.

In the McVickers, "Street Angel" has shattered all house records doing over \$40,000 for the week and being held over for another week. In San Francisco "Sunrise" has played three first-run weeks and "Four Sons", four weeks.

Barker Honored

HOLLYWOOD.—Members of the Motion Picture Directors Association attended the premiere of "The Toilers" Wednesday night at the United Artists theatre, in honor of their fellow craftsman, Reginald Barker.

Barker is a pioneer member in the association.

New Fox Product Starts Roxy Today

(Continued from page 1)

podrome on Monday.

The balance of the Broadway program consists of hold-overs. "Lights of New York" remains at the Strand; "King of Kings" at the Rivoli and "The Man Who Laughs" at the Rialto.

The Cameo is reviving "Stark Love" and "Moana". Emil Jannings in "Power" will be at the 55th St. Playhouse.

Kennedy Slated for Photophone Leadership

(Continued from page 1)

engaging directors and writers on a contract basis and expect to be thoroughly lined up by September 1st for 100% accommodation in synchronization and dialogue work for independent as first-class producers.

Buying Strike in N. Y. Worrying Sales Heads

(Continued from page 1)

duct thus far wouldn't half fill a draw of an ordinary filing cabinet.

Whether it is because of the talkies and unavailable equipment, or because of a growing manifestation toward solidarity by the independent owners, aiming at better protection and cooperative purchasing power, cannot be exactly determined. Suffice to say that the situation is hardly rosy.

will return to New York next Monday . . . Joe Kennedy will return from the coast in about two weeks, and then look for an announcement that he has become the high gun of RCA sound picture business . . .

Hollywood News

By JOE BLAIR

United Artists are retaking several sequences in a Norma Talmadge picture "The Woman Disputed"; Sam Taylor making the added scenes.

What has become of Jetta Goudal?

John Farrell, one of the new comers on the Lasky lot, is hitting on all high. At the present time, he is writing the new version of "Male and Female".

Ben Lyon has finished his work in "Hell's Angels", which concludes his contract with both Caddo Productions and First National. It is said that Ben will free lance for the time being.

There is quite a lot of activity at Metropolitan Studio. Sets are going up for Harold Lloyd's new picture and both Caddo companies (Hell's Angels) and "The Mating Call") are at work. Chas. Hutchison company is starting on its third picture and Trem Carr Productions are in the midst of a large schedule. Other units on the lot are Burton King Productions, First Division Pictures, Cliff Broughton, Batchelor Productions, Mascot Pictures and Nat Spitzer. Plans have gone forward for a sound stage to be equipped by Western Electric.

Rod La Rocque, after his operation for appendicitis is resting easily at the Pasadena Hospital. His wife, Vilma Banky, is constantly at his bedside.

Jesse Lasky, accompanied by Ben P. Schulberg and Harry Goetz arrived in Hollywood yesterday.

Word comes from New York that June Collyer has suffered a severe nervous breakdown which will delay her trip to Europe with the "Chasing Through Europe" company.

D. W. Griffith now enters his claim as being the first to use sound and synchronization of films. This he claims for his production "Dream Street", made seven or eight years ago.

William Seiter is next to direct "Waterfront" with Jack Mulhall and Dorothy Mackaill for First National. He is scheduled to do "Outcast" with Corinne Griffith after that.

Rex Lease, juvenile actor, and David Kirkman, director, have formed a company for the production of a series of pictures. Their first will be known as "The Candy Kid". Already cast are Pauline Garon, Roy Stewart, Douglas Gerrard, Frank Campeau, Charlotte Merriman and Anne Page.

First National is producing the Owen Davis play "The Haunted House".

Rudolph Schildkraut left Hollywood today for Berlin where he is to enact a new German play in September.

R. Wm. Neill will direct "The Thrall of Leif, the Lucky", a story of Viking days, for Technicolor. Production at Tec-Art studio.

We watched Wallace Worsley directing Belle Bennett in a scene at Tiffany-Stahl. The picture was "Patience" and the scene very effective. Among others in the cast are John St. Polis, Andres Rando'ph and John Singleton.

Lon Chaney is having a great time in his picture "West of Zanzibar". In this picture, his legs are paralyzed and the means by which he is able to get about is a vehicle mounted on roller skates. Tod Browning is the director.

Nina Byron, who was considered by Ziegfeld as one of the most beautiful girls in the world several years ago, has been playing a small part in the current Clara Bow-James Hall picture "The Fleet in" at the Paramount studio.

Warner Baxter is declared to be giving a marvelous performance as the renegade physician in Lon Chaney's "West of Zanzibar", at the M-G-M studios. Some wide awake studio executive is going to be smart enough to cast this former stage star in a "Talking motion picture" and then you'll hear plenty more from Warner Baxter.

Leslie Fenton, youthful character actor, has been signed by Universal to play the role of Buffo in "The Play Goes On", which Paul Fejos will direct under the supervision of Carl Laemmle Jr., James A. Creelman wrote the story.

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PICTURE REVIEWS

"THE RACKET"

Paramount

Directed by Lewis Milestone

Featuring.....Thomas Meighan,
Louis Wolheim, Marie Prevost,
"Skeets" Gallagher, Lucian
Prival, George Stone.

Exceptionally well directed story of the underworld. Will win any audience in any type house.

This screen version of the stage play by the same name written by Barlett McCormack, is packed full of action from beginning to end. Most of the action of the story takes place in the police station. It concerns gang and bootleg warfare. There is no sex and very little romance, and the acting is superb by every member of the cast. Wolheim carries all of honors. Meighan satisfactory.

Director Milestone handles every detail with astounding skill. Camera work of Gaudio, could have been improved.

"THE LIGHTS OF NEW YORK"

Warner Brothers

Directed by.....Bryan Foy
Featuring.....Cullen Landis,
Helene Costello, Wheeler Oak-
man.

As the first "all-talkie" will crowd any house with the curious. Certain box office winner. Strand did tremendous business with it.

As a picture it reminds you of a ten-twenty-thirty melodrama of ten years ago, brought up to date by substituting bootleggers for second story men? It is an old and hackneyed story of the country boy going to the city to seek his fortune and to be near the girl he loves who is now cabaret dancing in the big town.

Gets mixed up with bootleggers and gunmen with bootleg king saving the day and two young lovers return to the green fields and country air. Aside from the entire picture being Vitaphoned, the picture merits no attention. About four reels in length.

"THE COWBOY KID"

Fox

Directed by.....Clyde Carruth

Featuring.....Rex Bell,
Mary Jane Temple, Brooks
Benedict, Alice Belcher, Joe De
Grasse, Sid Crossley, Billy
Bletcher.

Western comedy drama. Old stuff. The picture was obviously padded with a lot of hokum comedy, none of which was particularly new, because there wasn't enough story to go around five reels. The here, rescuing the bank roll, the girl, and mopping up the villain, is just regular western stuff. Action picks up a good deal toward the end. Director may know his cowboys, but not his audiences. Bell will be okay in a good story. Mary Jane Temple is a looker but certainly doesn't exhibit any sign of acting ability. De Grasse most at ease.

CONCENSUS OF OPINION

By Blanche F. Livingston

Producers, it seems, have become obsessed with the idea of injecting sound into their films. But, verily, after the reception that "Lights of New York", the first 100% all-talkie Vitaphone picture, received at the Strand this week, we ask, "Are they right, or are they wrong?". This certainly pulled down records for the house, and is a milestone on the road to progress and the future of talkies.

Tommy Meighan stages a comeback. And he knocked 'em cold this week at the Cross-roads' house in "The Racket". The Paramount audience fell hard for this underworld story, and so will any other given group of people.

"The Actress", the film version of "Trelawney of the Wells" which played at the Capitol made acceptable entertainment. The story if dressed in modern clothes wouldn't mean a thing but takes on a charm because of the settings and costumes, and deft direction by Sidney Franklin.

Joe E. Brown, popular stage and vaudeville comedian, does his stuff in the FBO picture "The Hit of the Show" which played at Roxy, and he did it with a vengeance—in fact put over the picture. This film will gather momentum as it goes to the smaller towns.

The Cameo housed "The Loves of Jeanne Ney", a UFA production which will pass as a good meller if the first half is cut out and book as a Russian "red" propaganda film if the second half is eliminated. As it stands, it's far too heavy, with clever camera work, it's only redeeming feature.

"THE GRIP OF THE YUKON"

Universal

Directed by.....Ernest Laemmle
Featuring.....Neil Hamilton,
Francis X. Bushman, June Mar-
lowe, Theodore Lorch, Otis Har-
lan, James Farley, Burr McIn-
tosh.

Suspense, love interest and action enough to please the fans in the neighborhood houses.

Gold rush type of story where the plot is above the average, and deserved better handling than it got. Setting artificial, and there's not much acting to brag about. Otis Harlan who supplied the comedy probably came out best. Bushman is still a favorite at many points and where this is true, the picture will certainly find a welcome.

"THE CITY WITHOUT JEWS"

Deutsch Films, Inc.

Directed by.....Carl von Santer
Featuring.....Johannes Reimer,
Anna Rilety, Hans Rauscher,
Gustaf Fleigel.

A foreign film that gets nowhere. Can't possibly go in any ordinary movie house.

Here is a picture with a theme which might have drawn vast interest, but it is so produced and enacted that it simply flops. The story is taken from Hugo Bettauer's novel which offered a well thought-out problem. The action takes place years hence in an imaginary city and plays with the idea of the improbability of a city thriving without any members of the Jewish faith.

"THE UPLAND RIDER"

First National

Directed by.....Albert Rogell
Featuring.....Ken Maynard,
Marion, Douglas, Lafe McKee,
Sidney Jervis.

Ken Maynard scores in a corking western. Can be played big anywhere this type of picture is acceptable.

Credit Marion Jackson with excellent story material which gives Albert Rogell a chance to do some real directing, and Ken Maynard an opportunity to exhibit his ability. There is of course the usual villainy with a government contract at stake, but it's all worked in so smoothly. Even offers a relay race that is a thriller, and Maynard's horse which must not be overlooked.

Sound Featurettes

"BENIAMINO GIGLI"

Vitaphone—Warner Bros.

Excellent. Good number to place in between sketch and jazz.

Gigli, tenor of the Metropolitan Opera Company, is accompanied at the piano by Vito Carezani. The sections are short and sweet—"Bergere Legere", "Mairame Asi", "Come Love With Me" and "O Sole Mio". End leaves tasty flavor in the mouth. The rendition is beyond comment and the synchronization is fine. The only criticism might be that when the voice drops to the whippers, the mechanics of the Vitaphone should have been tuned up a bit so that these can be heard way back in the auditorium. Gigli, himself, is without costume or scenery and appears very much at ease.

"MORRISEY and MILLER NIGHT CLUB"

Vitaphone—Warner Bros.

Featuring.....Will Morrissey,
Midgie Miller, Harry Downing,
Charlotte Lovelace, Vina and
Arthur, Sammy Cantor.

Will go particularly well out of the big cities. But good entertainment anywhere.

The scene is in a regular night club with the entertainers doing their stuff. The numbers are "Cinderella Dreams", "It Was Only a Sun Shower", "Rosie-Posie", "C'est Vous", Quartet from "Rigoletto" and "Go Tell 'Em". There is also a little fun on the side in which a bewhiskered man is principalled.

"SHARPS AND FLATS"

Vitaphone—Warner Bros.

Featuring.....Conlin and Glass
A lot of tom-foolery which goes over big.

Conlin's at the piano and Miss Glass accompanies him in song. However, that's just a minor detail. Their big splash comes in hard knocks shoveled out by the Glass woman on to Conlin. Hands back stage help a lot with shouts of "Whoa" every once-in-awhile and much chatter goes on between the two stars. Also fine synchronization.

"REB SPIKES' BAND"

Vitaphone—Warner Bros.

Colored jazz orchestra. Not up to standard but will go as a filler.

The "blues" type of jazz is emphasized and these boys know how to play. Four of them are steppers and go to it fast and furious, but here's where the Vitaphone shows its weakness. These sounds of tap dancing do not come over so well.

What The New York Critics Think

"THE LIGHTS OF NEW YORK"

Times: "... Interesting in an experimental way ... can be classed only as an experiment however, for an audience attempting to take it by any other category of merits would only laugh it away."

N. Y. Evening Journal: "... is good entertainment ... is well cast ... is worth seeing."

"THE RACKET"

Evening World: "... the picture play is quite as good as the melodrama on the boards ... which is high praise, indeed."

"THE ACTRESS"

Graphic: "... anticipation far overreached the actual realization was exceptionally well cast."

"THE HIT OF THE SHOW"

Eve. Post: "... an entirely pleasant, quiet entertainment."

N. Y. Eve. Journal: "... Norma Shearer fans will like her in the crinolines ... made a pleasant picture of the famous play."

"THE UPLAND RIDER"

Sun: "... he (Joe E. Brown) will last longer if he gets a new plot."

Telegraph: "... (Joe E. Brown) caused many a laugh and his gift for pantomime and funny facial contortions are developed to the full ... it is an old, old story."

Eve. World: "... a good title story ... Joe Brown makes his bow to the public from the celluloid screen and it is a splendid bow."

"THE LOVES OF JEANNE NEY"

Times: "... are times when the acting of various persons in the cast swings the picture into something more valuable than the story itself can give."

Telegraph: "... Exasperating."

Eve. World: "... rather jumbled."

For your Protection

To insure exhibitors the highest possible screen quality, Eastman Positive Film is made identifiable. The words "Eastman Kodak" are stencilled in black letters at short intervals in the transparent film margin.

Specify prints on Eastman Film—look for the identifying words in the margin—and get the film that always carries quality through to the screen.

EASTMAN KODAK COMPANY

ROCHESTER, N. Y.

"Shannons of Broadway" Added to "U" List

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

FIVE CENTS

VOL. 24 No. 12

New York, Monday, July 16, 1928

OBSERVATIONS

There is no industry in the world which loses its head as easily and quickly as does the Film industry. When confronted with a new problem, whether it be upheaval within its ranks or an innovation in which the other fellow might get the jump, our executives seem to go plumb "daffy".

Other industries with greater and less scope in matters of finance and power, being confronted with changes, organize special departments for research and experimentation, some times for years, before foisting these changes in any variation upon the public, so as not to endanger in any way the quality of what is already on the market.

Not Here

But not the picture business. Our executives jump headlong into something they know nothing about, lay everything aside, tear down organization and policy which has taken years to perfect, neglect everything other than the new thought.

Warning

It has taken years to develop the silent drama to where it is today. Has taken a lot of money. We think it nothing short of insanity to neglect this in favor of something, which at present is still in its experimental stages. We are for progress but feel that unless producers get down to earth, stop this mad-scramble for "talkies" until they learn something about it; a business that has taken years of hard effort and millions of dollars to reach the perfection it now enjoys, will crumble and be dragged back ten or twelve years to meet the upward climb of talking pictures. In the meantime what will happen to the public?

Astounded

Cool headed and wise thinking exhibitors throughout the country are astounded at the attitude of the production heads. Feeling with all this added interest, the quality of the "silent drama" will be greatly retarded. They consider that producers can not think of two things on the same day and with all their thoughts centered on sound pictures, the quality of their release of "old fashioned" motion pictures will be greatly injured. They see their business, for next year, go-

(Continued on page 2)

F. N. SIGNS WITH WESTERN ELECTRIC FOR SYNCHROS

RCA Monopoly?

It is unlikely that the Federal Trade Commission will dismiss its charges of monopoly and restraint of trade under the Sherman Anti-Trust Law against the Radio Corporation of America, the General Electric Company and several other allied companies.

After a special investigation of the radio field, counsel for the Commission has filed final briefs in which it is asserted that the above named companies have divided amongst themselves the entire field of wireless and asks prosecution of the case.

BARRYMORE MAY MAKE "HAMLET" ALL-TALKIE

HOLLYWOOD — John Barrymore expects to cash in on Vitaphone popularity and is making an advantageous contract with Warner Brothers for a Vitaphone talking release, to be made before he does his last picture "Conquest" for United Artists.

The star may make a few sequences for former Warner releases immediately, in which he was starred, and which may be freshly released with Barrymore's voice.

While it is not known what the title of Barrymore's first all-talkie for Warners will be, he may be cast for a full-length production of "Hamlet", after he concludes his United Artists picture starting in September.

'SHANNONS' SOLD TO 'U' FOR COMPLETE TALKIE

On Saturday morning, Universal signed contracts by proxy with James Gleason, author and star, for the purchase of "The Shannons of Broadway." The fact that Mr. and Mrs. Gleason were in California and the necessity for providing for the various kinds of rights which moving pictures now require, such as synchronization, dialogue, television, novelization, etc., demanded a new form of legal contract, which has now been perfected by Siegfried F. Hartman, General Counsel for Universal, used for the first time in

(Continued on page 4)

LONG TERM CONTRACTS BARRED AT F. N. STUDIO

HOLLYWOOD—The First National studio organization is looking for a big shake-up this week, with the arrival of J. P. Kennedy and E. B. Derr, secretary and treasurer of FBO today.

A studio house cleaning is anticipated and a revision of the present production methods will be made, pictures hereafter not being allowed to exceed set quotas. Economy in production will be the watchword.

It is understood that Charles Murray's contract will not be renewed

(Continued on page 4)

DENY INJUNCTION IN MARKS TRIAL

CHICAGO—27 defendants in the conspiracy suit trial now being waged in Judge George Page's Federal Court have scored the first victory against Marks Brothers who allege restraint of trade.

The temporary injunction applied for has been refused and the trial will be resumed today. The attorneys for the plaintiff may find it difficult to prove actual facts of monopoly and an early acquittal for the defendants is expected this week.

Robert Swain and Bruce Bromley are representing the film distributors and Leop Spitz, the Marks Bros. side.

1927 Warner Net Doubled Total \$1,700,000 by Aug. 31

Earnings of the Warner Brothers Corporation are expanding and it is expected that net profits for the year ending August 31st will be in the neighborhood of \$1,700,000, with prospects of even better results for the next twelve months.

Wall Street observers note that during the recent bear market Warner Pictures stock encountered real support all along the line not only from those who covered their "shorts" but from those who did scale buying on the recessions.

This scale buying indicate real strength to the securities as holders are willing to gamble on its future by buying at figures below their own original purchases.

30 New Pictures with Sound—Rossheim Chooses Hollywood

First National Pictures, Inc., Saturday signed a contract with Electrical Research Products, Inc., a subsidiary of the Western Electric Company, for the sound synchronization of at least thirty pictures in the coming season, it was announced by Irving D. Rossheim.

Joseph P. Kennedy, Special Advisor to First National Pictures, is now at the First National studios at Burbank, California, at Mr. Rossheim's request, and will complete the arrangements now under way for installing sound reproducing apparatus in these studios.

"The announcement that we will

(Continued on page 4)

BRANDT MAY INCREASE 1927 APPROPRIATION

Never before has the outlook for the independent producer-distributor been more favorable than it is today, according to Joe Brandt, president of Columbia Pictures.

"By 'Independent' I mean just such a company as Columbia Pictures, which confines all its energies and resources to the making and distributing of motion pictures and has no theatre affiliations.

"In the Perfect 36 we have outlined a greater production schedule than ever before. We have arranged-

(Continued on page 2)

Stanley Meeting

The Board of Directors of the Stanley Company of America will meet at the New York office of the company today. A shakeup in personnel is expected to ensue, as well as a decision on new affiliations to be made.

DAILY REVIEW

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London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Eddie Grainger, one of the Fox Film live wires, had to look in the dictionary to learn the meaning of the word Vacation . . . Abe Waxman, of Warners, is busy receiving congratulations on the handsome and useful date book he recently got out for his company . . . Aaron Sapiro, didn't stop off on his way east to greet the St. Louis exhibitors—probably got a tip on the thermometer in that town . . . Jack Woody is back from a trip up the state selling Fox pictures . . . Will Hays is on the west coast so he can tell them what he thinks of Jimmy Walker's warning to the industry . . . Sam Sax got in from the coast Saturday with two new Gotham pictures—or maybe they are Lumas pictures . . . Ralph Clarke and Eddie McNamee, Nimrod cronies, always catch all the little fish in the brook when they go out together . . . Robert Lieber, in Europe, doesn't think much of sound pictures, but maybe he'll change his mind when he gets here as J. D. Williams did . . . Harry Brandt is getting very high hat eating lunch in the North dining room of the Astor, and why? . . . Lee Goldberg, Columbia franchise holder at Louisville, Ky. dropped in on Joe Brandt and Jack Cohu yesterday to tell them of the great business being done . . . Jack Bellman dropped in on Joe, Jack and Cecil, and matched the latter up by telling of the New York business . . . Monta Bell has taken active charge as production head of Paramount's Long Island studio, where the sound pictures will be made . . . Jacques Haik, motion picture magnate is here from Paris on a business trip and is looking over the sound devices . . . Harry Warner is developing into a spellbinder of parts, as he proved at the recent meeting of the Warner Club . . . Jules Levy thinks he is a better golf player than Lee Ochs, and Lee Ochs thinks vice versa, or tarra firma or something, so there's liable to be a fierce battle most any of these days . . .

Broadway Theatres

WINGS—Criterion. Paramount production. Forty-ninth week. Hot weather hasn't hurt business.

TRAIL OF '98—Astor. M-G-M production. Eighteenth week. Takes an upward perk again.

TEMPEST—Embassy. United Artists production. Ninth week. Holding its own.

FAZIL—Gaiety. Fox production. Seventh week. Receipts falling a bit.

THE MAN WHO LAUGHS—Rialto. Universal production. Second week at popular prices and showing its strength.

THE LION AND THE MOUSE—Warner. Warner production. Fifth week. Satisfying the b. o. coffers.

THE RED DANCE—Globe. Fox production. Fourth week. Always a line at the box-office.

KING OF KINGS—Rivoli. Pathe production. Second week playing with sound accompaniment.

STREET ANGEL—Roxy. Fox production. First time at popular prices, after ten weeks on Broadway.

WARMING UP—Paramount. Paramount production. Richard Dix in Paramount's first motion picture in sound.

LIGHTS OF NEW YORK—Strand. Warner production. Hold-over for this 100% talkie.

STARK LOVE and MOANA—Camco. Revivals.

LADIES OF THE NIGHT CLUB—Hippodrome. Tiffany-Stahl production. With Barbara Leonard.

TELLING THE WORLD—Capitol. M-G-M production. With William Haines and Anita Page.

Brandt May Increase 1927 Appropriation

(Continued from page 1)

ed to spend somewhere between \$4,000,000 and \$5,000,000 to bring this program to the screen.

"We certainly would not have gone to all the heavy investment entailed by a greatly augmented production schedule if we had not received assurances that our product would find a ready market. Exhibitors who played our product last year, and for several years past, told us they would welcome an increased production program from Columbia.

"Contracts coming into the home office from all parts of the country are evidence enough that we are on the right track. So far as we are concerned, Columbia Pictures this year is going to write the biggest business of its history. We know the time has come when performance counts rather than promises—and Columbia has the sort of past record that will stand the closest scrutiny."

Feature Foreigners

Two of William Fox's foreign contest winners, Lia Tora from Brazil and Gino Conti from Italy, will make their screen debut in "Making the Grade," an Alfred E. Green production of George Ade's story.

OBSERVATIONS

(Continued from page 1)

ing out the side door on sound waves. They are waving the danger flag in the face of producers but feel they are getting no response.

WILKERSON

Laugh this Off

On December 24th, of the year just passed, a young player was engaged for a small role in "Hell's Angels". His salary set at \$150.00 a week. The day he was signed he worked for a few minutes and was told his work would be completed in about a week.

Comes another year and the date July 16th, and the young player is still on "Hell's Angels". Every week drawing his One Fifty. And has not worked a minute since.

Hollywood Previews

"THE WOMAN DISPUTED"

A United Artists Picture

Director Henry King
Cast Norma Talmadge, Gilbert Roland

An excellent picture, and once more Norma Talmadge comes into her own. No exhibitor can go wrong by booking this film, for romance and love played against the background of war are a theme that is always appealing. In this story Norma Talmadge makes it more gripping and charming than ever. Two officers, one Russian, the other, German, save a girl, Mary Ann, from jail when a man commits suicide in her room. Both handsome and gallant, they fall in love with her; then comes the war causing tensely dramatic complications.

"FOUR WALLS"

A Metro-Goldwyn-Mayer Picture

Director William Nigh
Cast John Gilbert, Joan Crawford, Carmel Myers, Vera Gordon, Louis Natheaux, Robert O'Connor, Jack Byron.

While the picture can't be classed as the usual underworld type now in vogue, it nevertheless tells the story of a crook's reformation. This film will not be popular fan fare. The action and direction were good, but there were so many inconsistencies in the story as to destroy all plausibility. Joan Crawford and John Gilbert give nice characterizations, as does Carmel Myers and Vera Gordon.

"CODE OF THE SCARLET"

A First National Picture

Director Harry Brown
Cast Ken Maynard, Gladys McConnell, J. P. McGowan, Dot Farley.

This is another of Ken Maynard's open air and vacant space pictures, but it certainly isn't up to his last film effort. There have been so many Northwest Mounted police films that it takes an unusually good story to attract attention to this type. The plot offered here is old; there are no angles or twists, and the only good part were the shots of some wonderful scenery. The only ones who'll come to see this picture are Maynard's personal followers.

"CRAIG'S WIFE"

A Pathe Picture

Director William De Mille
Cast Irene Rich, Warner Baxter, Virginia Bradford, Carroll Nye, Jane Keckley, George Irving, Lilyan Tashman, Ethel Wales.

A picture that is certain to get across in any house, and one that will appeal especially to an intelligent audience. Taken from the stage play of the same name. De Mille has made an entertaining and dramatic tale of the nagging wife who finally drives her husband away. There are a few defects in the story, but these can be easily overlooked. Irene Rich is excellent in her role as the wife; Warner Baxter as the husband is well cast, and the others handle their parts quite effectively.

"THE WRIGHT IDEA"

A First National Picture

Director Charles Hines
Cast Johnny Hines, Louise Lorraine, Edmund Breese, Fred Kelsey, Walter Janes.

This comedy isn't up to Hine's last picture "Chinatown Charlie." Lack of freshness in plot is the main drawback here, and while the beginning of the picture was excellent, the other five reels didn't keep the pace. Much cutting will help this film.

"SAY IT WITH SABLES"

A Columbia Production

Director Frank Capra
Cast Francis X. Bushman, Arthur Rankin, Helen Chadwick, June Nash, Alphonz Ethier, Margaret Livingston.

A picture with all the elements that go over big with the audience. A competent cast, a nice story that tells of a father's love for his son and a woman from the past who returns to cause complications, and plenty of love interest that gets over well. Settings and beautiful clothes will satisfy the ladies.

"THE TOILERS"

A Tiffany Stahl Picture

Director Reginald Barker
Cast Jobyna Ralston, Wade Boteler, Douglas Fairbanks, Jr., Harvey Clarke and others.

This is one of the finest independent pictures that have been produced this year. The story contains comedy, production value, scenic beauty, a thrilling fight, realistic mining explosions and fires deftly moulded into a dramatic masterpiece of exceptional motion picture entertainment. Barker directed a splendid cast in a flawless continuity. The picture will undoubtedly enjoy a great wave of popularity.

"THE DESERT BRIDE"

A Columbia Picture

Director Walter Long
Cast Betty Compson, Allen Forrest, Edward Martin, Frank Austin, Otto Matiesen, Roscoe Karns.

Good film fare. Romance and adventure in the desert are still going strong with the fans. Plenty of action, intrigue, gripping scenes, together with good comedy places the picture above par and gives it no time to lag. The story reveals the plot of Ben Ali Kassim and his efforts to drive the infidel French from the city of Arabin. Betty Compson heads a good cast.

"CLIMB, BENSON, CLIMB"

A Universal Picture

Director Nat Ross
Cast George Lewis, Eddie Phillips, Dorothy Gulliver, Churchill Ross, Colette Merton.

A snappy picture that the flappers will love and the old folks enjoy. This is one of the Collegian series, and anything that deals with youth and his college pranks is certain to be popular. The spirit of comedy runs riot throughout and though there isn't much to the story, merely telling of the return of the gang to college and the annual Flag Rush, nevertheless the entertainment is clean and wholesome.

Sound Film Era Brings to Light Present Day Pioneers

Excellent Pictures

Ahead of Schedule

Excellent Pictures Corp. has kept consistently ahead of its schedule in the last eighteen months. All pictures have been delivered ahead of their promised dates and production plans for the 1928-29 season are equally advanced.

Prints of "Making of Varsity" are being shipped this week to the franchise holders; while "The Speed Classic" and "Manhattan Knights" are soon to follow.

"Manhattan Knights" is practically completed now and will certainly be ready ahead of schedule. The story is by Adeline Leitzbach.

"King of Kings"

Gross receipts for Cecil B. De Mille's Pathe Picture, "The King of Kings," are expected to exceed the combined gross of "Ben Hur," "The Ten Commandments," and "The Volga Boatman".

After an unusual successful showing in Mexico City, road companies are now meeting with great response in their tour of the country.

Hughes Aid Aviation

Howard Hughes, producer of the ambitious picture, "Hell's Angels", which features aviation quite prominently, has granted leave of absence to Capt. Roscoe Turner and William Stapp, two flyers appearing in the Caddo picture, so they may attempt to bring back to America the air endurance record now held by Germany.

Laemmle Jr. May

Wed Wampas Star

Audrey Ferris, 1928 Wampas baby star, is engaged to Carl Laemmle Jr., according to reports current in the film colony today.

Apropos of the demand for new talent in the production of talking motion picture preferably those with previous stage experience and good speaking voices, there now arises frantic effort on the part of those already in the silent drama to prove their qualification to take part in the new scheme of things.

Stars, directors, writers, gag-men and others are digging up their past and searching the recesses of their memory for some dim recollection of the pioneer era of synchronized pictures, in which they shared. A good many of these people really did have something to do with them, and on the other hand, a good many wish they had.

D. W. Griffith recalls the time, ten years ago, when he synchronized "Dream Street" with the Kellem process. The picture created a sensation according to D. W., but financiers would not invest their capital.

Over at the Publix Circuit, there is a projectionist who really projected synchronized pictures that were road-showed 15 years ago. They were produced by the Cameraphone Company and "Cabiria" was one of the films synchronized, with records.

Phillips Smalley, twenty years ago, directed for the Gaumont Talking Picture Co. and Lois Weber likewise directed "talkies" for Gaumont at that time.

Tom O'Brien, actor, appeared in Edison's first talking picture in 1912.

There are others, perhaps only enough to be counted on a few hands, but they will be heard from right along and that there is a place for them now is not to be doubted, but it depends a great deal on whether they have continued to produce entertainment in motion pictures both silent and sound.

FBO Completes All

Aug. Release Pictures

August Releases of FBO are complete beginning with "The Bantam Cowboy" on August 12th and a short Newsclaff No. 81625, August 6th.

August 19th "The Perfect Crime" will be released as well as "Terror Mountain", a Tom Tyler Production and Newsclaff 81626 on August 20th.

"Danger Street" with Warner Baxter and Martha Sleeper and also the first new Alberta Vaughn "Racing Blood" series will be released on August 26th.

Two other shorts during the month will be "Mickey's Babies" on August 7th and "A Joyful Day" Fat Man comedy on August 14th.

NOW BOOKING

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COAST HAN-A-PHONE STUDIO-LAB. MERGER

HOLLYWOOD — Dale Hanshaw, President of Hanshaw Pictures and Dwain Esper, head of producers Laboratory on Seward Street, have merged their interests.

Hanshaw has the exclusive contract for synchronizing pictures with the Han-A-Phone Reproducing Appliance and will make 12 synchronized features, on which production has already started.

The Producers Laboratory will handle outside productions but is installing the necessary equipment to handle "movie-talkie" features.

Hollywood Previews ...

2 New Loew Houses

Two new Loew Theatres, located at Louisville, Ky., and Providence, R. I., with seating capacities exceeding 3,500 will be opened this Fall.

Spitz Completes Four

Authors-Stars Series

The first four two-reel "Great Stars and Authors" series of short features being produced by Eugene Spitz for Paramount release on the WHOLE SHOW program, have been completed and turned over for distribution starting next month.

They are "Walls Tell Tales", "Two Masters", "The Home Girl", and "Twinkling Toes".

Famous stars of the stage as well as directors and authors have contributed their services in this series, for the Actors Fund.

La Cava Leaving Para.

Gregory LaCava, the director, is leaving Paramount. With the exception of Frank Tuttle director and Jack Gain, studio manager, there is nothing left on the lot, of the old Paramount Long Island staff.

Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

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Hollywood News

By JOE BLAIR

Ralph Spence, highest paid humorist writing for the screen and a well known playwright, not content with drawing down \$10,000 for a picture which he titles, has found a new vehicle for his wisecracking in "Radiograms", a new novelty short reel subject, distributed by Columbia Pictures.

Olive Borden has been signed for a feature role in "The Younger Generation" by Columbia. This is an adaptation of a Fannie Hurst stage play, "It is to laugh". Frank Capra will direct.

Margaret Mann who made such a sensational success in "Four Sons" has been picked by Frank Borzage to play the mother role in his latest production for Fox, to be known as "Backwash". This is from Tristram Tubbers' "The River". Charles Farrell and Mary Duncan have the leads.

Add to the cast of "Riley, the Cop", John Ford's production for Fox, Ferdinand, Schumann-Heink, Tom Wilson, Harry Schnltz, Russell Powell.

It seems that Columbia has every Chinaman in southern California in their picture "Into the Depths" which stars Jack Holt and is being directed by Irvin Willat.

Lois Moran has been selected for the leading feminine role in "The Fog", to be directed by Chas. Klein for Fox.

Douglas Fairbanks has definitely decided not to use any talking sequences in his next picture, now titled "For All Eternity". There will no doubt be a synchronization of music and sound effects.

John Barrymore of United Artists' picture "Conquest" seems to be up in the air for the time being. From present information, it will be done in September.

"Shannons Sold" to "U" for Complete Talkie

(Continued from page 1)

"The Shannons of Broadway." "The Shannons of Broadway" will in all probability be a complete talking picture. At any rate, Universal has the right to make it such. Furthermore, it will have the services of Mr. and Mrs. James Gleason, who starred in the New York production at the Martin Beck Theatre.

By the terms of the contract, Universal will not be permitted to release "The Shannons of Broadway" before February 1, 1929, although the picture can be completed and held in the exchanges for release on that date, if Universal is so minded.

"Lilac Time" Premier

Many exclusive Movietone features and novelties as well as a wonderful concert program by Carl Elinor's famous concert orchestra will be featured at the premier of First National's picture, "Lilac Time," which opens tonight at the Carthay Circle Theatre in Los Angeles.

Mayor Jimmy Walker of New York has promised to act as Master of Ceremonies for the occasion.

Mary Astor has been cast for the leading role in "The Fatal Wedding" which Irving Cummings will produce for Fox.

James Hall was signed by Caddo for "Hell's Angels". Having finished all the interior sequences, he has in the meantime made three pictures for Paramount and still is not finished in this air epic.

Everybody around the First National studios has a wicked case of the shivers, feeling that a big shake-up is going to happen shortly after Kennedy's arrival. It is the definite belief by everyone that William Le Baron will be the production head.

Gary Cooper has been selected to do the lead in "The Wolf Song" for Paramount, a story by Harvey Ferguson. Victor Fleming to direct.

M. D. Farley has been promoted chief assistant to Sol Wurtzel. His new capacity will put him in charge of western production on the Fox lot.

Mayor James J. Walker will be the honored guest at a meeting of the Association of Motion Picture Producers Tuesday. No doubt, the meeting will be well attended, expecting Jimmy to do some wild talking again.

Thomas H. Ince estate is trying to re-issue six of Charley Ray's most successful productions, two of them being "The Egg-Crate Wallop" and "The Busher".

William de Mille having completed his contract with the Pathe Studio, will make a two-reel talking picture of "The Man Higher Up". Theodore Roberts will star.

It seems certain that George Fawcett will get the coveted role in "Trader Horn", which Metro-Goldwyn-Mayer will soon put into production.

\$50,000 Mizner Story Scrapped by Caddo

Howard Hughes, head of Caddo productions, releasing through both United Artists and Paramount, will not do "The Titanic" an original bought from Wilson Mizner for \$50,000. Lewis Milestone was slated to direct.

It might be reconsidered at some later date and after being rewritten. The story at present has no love interest and is centered around three gamblers and their exploits on this doomed ship.

Meighan Doing Retakes for "The Mating Call"

After finishing the new Thomas Meighan Caddo picture "The Mating Call", it was decided to retake major portions of it, necessitating the return of Renee Adoree and Evelyn Brent to the Metropolitan studio.

Aside from "The Covered Wagon" and "Old Ironsides" James Cruze has taken longer on this production than any he has ever made. The cost so far has been around \$500,000. It is to be released by Paramount.

F. N. Signs with Western Electric for Synchronos

(Continued from page 1)

make thirty so called 'talkies' is a conservative one," said Mr. Rossheim. "It is not at all unlikely that within a month or so all First National pictures will be synchronized.

We are experimenting with pictures in which all the dialogue is spoken, as well as with productions in which the synchronization consists of mostly music and sound effects."

"First National doesn't contemplate sound production in the East at this time," said Mr. Rossheim. "We are sure that the finest equipment and the best talent can be secured in Los Angeles and that Hollywood will soon be built up as a center of sound reproduction."

Among the First National pictures now being prepared for the new process are three additional Colleen Moore specials; Corinne Griffith in "The Divine Lady", "The Barker" with all the sounds and dialogue of the carnival.

"The Whip" a Billie Dove special, "The Good-Bye Kiss"; "The Squall", "Changeling", Corinne Griffith in "Outcast", "Paid For", "Saturday's Children" and one other as yet untitled.

Richard Barthelmess in "Scarlet Seas", "Diversion" and two others. Billie Dove in "The Night Watch", "The Heart of a Princess", "The Other Tomorrow", "Pleasure Bound", Milton Sills in "Hard Rock", "The Spotter", "The Eagle's Trail" and "Captain of the Strong". Alice White in "Show Girl". Three mystery dramas, "The Haunted House" by Owen Davis; "Seven Footprints to Satan", A. Merritt's mystery novel and "Sh! The Octopus", a recent Broadway success.

BRITISH ACOUSTIC CO. GETTING SOUND JUMP

By SAM HARRIS
Proprietor "Today's Cinema"

LONDON — While representatives of the Western Electric and General Electric companies are issuing notes of warning to go slow on "talking and sound" films, the British Acoustic Films, Ltd., are preparing a comprehensive campaign for installing their device in theatres generally.

The company has enlarged its headquarters in Denmark Street and has also improved the projection qualities of sound. The machines which will sell for about \$1,500 will be placed on the open market.

Long Term Contracts

Barred at F. N. Studio

(Continued from page 1)

and the policy in regard to stars and players will be to issue no contracts to anyone for long terms.

Contracts will be for individual pictures or a group of 3 or 4, but certainly no salaries will be paid to stars or players in between productions while being idle. A decided trend toward the selection of players from the free-lance field will be the object for this coming year and when present contracts are up, stars can take or leave the new arrangement.

E. B. Derr it is rumored may be made comptroller of finances in the studio for Kennedy and William Le Baron, FBO production head is to carry out Kennedy's orders on First National Production.

Ten

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DAILY REVIEW

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Reg. U. S. Pat. Off.

VOL. 24 No. 13

New York, Tuesday, July 17, 1928

FIVE CENTS

OBSERVATIONS

Rumblings

A lot of rumors are being shot out of Hollywood about the contemplated changes Joseph Kennedy will make in the reorganization of First National on his arrival there today. All of them are rumors as no one knows but Kennedy himself, what if any changes are to be affected.

Distribution

Those close to Kennedy claim he intends making a great change in the mode of distribution in the three companies represented by him in that he is going to have one office for the distribution of First National, FBO and Pathe. Probably with three separate sales forces and their sales heads, but all under one roof. This will represent a great saving, in office rent, and office help.

Business

Reports from all over the country, report bad business. It is expected to be a bit off this time of the year but not as bad as reports have it. Overseating has much to do with this. This is becoming a very serious question and one that chain organizations and individuals should heed. West Coast and Stanley realizing this are closing or have closed several of their theatres in spots they felt were overseated.

Comedians

What is going to happen to Harry Langdon and Johnny Hines? Both last year and year before with First National. Both producing on their own for F.N. Both excellent comic's but something went wrong with their producing organizations. What are they going to do now? Join the list of free lance featured players or release a series of productions independantly?

WILKERSON

STANLEY CO. OF AMERICA ELECTS BOARD OF DIRECTORS

26-Weeks Ending June 30 Shows Less Profit Than 1927

\$30,861 Breaks Record on First P-F-L "Talkie"

"Warming Up", Paramount's first feature picture with sound accompaniment, broke all existing records for week-end business at the Paramount theatre, New York City, grossing \$30,861 for Saturday and Sunday including midnight performances.

It is the prediction of Paramount home officials that the picture will gross \$85,000 for the week.

KENNEDY PLANS TO MOVE FBO STUDIOS TO BURBANK SEPT. 1

May Eliminate Distribution Overhead Through Consolidated Bureau

By JOE BLAIR
West Coast Correspondent
HOLLYWOOD—By September 1st, the entire FBO producing organization may be moved over to the First National studios. This move is being planned by J. P. Kennedy for several reasons, one of which is a reported sale of the FBO Studio (Continued on page 2)

Waxman Away

A. P. Waxman, Director of Advertising and Publicity for Warner Bros., is absent from his desk for his annual vacation. He is spending both weeks at Long Beach.

Hammons Bringing Details of International Deals

Jolson Remains on Coast to Finish Film

Al Jolson who was scheduled to come to New York soon and return in August to Hollywood to complete "The Singing Fool" will not leave the coast until the entire picture is finished.

There are still several Vitaphone sequences to be made with Jolson, which Lloyd Bacon will begin in a week.

ROSSHEIM ELECTION SLATED NEXT WEEK

PHILADELPHIA — At the annual stockholders meeting of the Stanley Company of America yesterday, the following members were elected to the Board of Directors:

Waddill Catchings of Goldman Sachs & Co; James B. Clark, Harry M. Crandall, Jacob and Simon H. Fabian, Edwin C. Jameson, V.P. of the Globe & Rutgers Insurance Co; Louis J. Kolb, John A. McCarthy, J. J. McGuirk, Moe Mark, Etta W. Mastbaum, Lessing J. Rosenwald, V.P. of Sears Roebuck & Co; Irving D. Rossheim, A. Sablosky and Albert L. Smith.

The election of officers will take place in New York next week with Rossheim probably being re-elected.

In his annual address, Rossheim, president of the company indicated that profits of the company for the six-months period ending June 30th, the audit of which has not yet been (Continued on page 2)

\$600,000 BUYS CONTROLS OF IMPERIAL THEATRES

ZANESVILLE, Ohio — Through a deal approximating an investment of \$600,000 the Imperial Theatre Company will dispose of all its holdings here to the Brown Theatrical Company, F. M. Ransbottom, Pres. and C. H. Brown, General Man- (Continued on page 4)

HIGH AND LOW GROSSES IN SPOTTY BWAY. WEEK

"The Racket" at the Paramount played to real business last week, totaling \$71,700. The Roxy with "Hit of the Show" an FBO production fell below its overhead, taking in only \$75,000.

"The Actress" with Norma Shearer resulted in a poor week at the Capitol, doing only \$54,837. At the Strand, the first Warner all-talkie "Lights of N. Y.", did \$42,000. It is estimated.

Another film showing strength (Continued on page 4)

Steffes Appeals to Seattle Exhibitors

SEATTLE—W. A. Steffes, Pres. of the Allied States organization and Northwest M.P.T.O. addressed theatre owners here and demanded better exhibiting conditions for independent movie houses.

Steffes is endeavoring to stimulate interest in the Allied revival plan for a new National exhibitor body, so that the postponed meeting from July 10th may be held by September or October at the latest.

(Continued on page 2)

Blind "See" Movietone

Glenn Allvine, Fox Publicity Head and June Collyer launched a successful showing of Movietone pictures for the various Associations for the Blind in the Metropolitan District, at the Globe Theatre Saturday.

Allvine acted as interpreter and reconstructed the screen drama for the imagination of the auditors. (Continued on page 2)

Marks Trial Resumes

CHICAGO — The Marks Bros. Anti-Sherman Law suit against Balaban & Katz, Publix, and 25 other defendants will resume trial today in Judge Page's Federal Court.

Temporary injunction was denied to the exhibitors and indications are the case will go on to a decision one way or another.

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hempstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Charlie Einfeld hopes they'll soon officially notify Al Smith and Herb Hoover of their nominations as they're apt to find it out . . . Jim Kron, once one of us but now a Wall Street magnate or something, visited friends in the film district yesterday . . . Paul Sloane, listening to the tinkle of the ice of a cocktail shaker, remarked what a hit it would make in sound pictures . . . Louie Gardy, who has many friends in the industry where he once was a shining light, is recovering his health in Oradell, N. J. . . . Oren Woody, California oil magnate, a brother of Jack Woody and himself once a producer, is in New York and may get back in the business . . . Sol Brill spent the week end on a fishing trip and the only visible evidence of his prowess is a heavy coat of sunburn . . . Tom Gerety, one of Metro's heavyweight ad writers, spends all his spare time trying to break ninety on the Rockville golf course, and swears he break it or break some clubs . . . Dave Bader, of Universal, is traveling so much that he carries a traveling bag even when he leaves the office for lunch . . . Charlie McDonald, manager of the Broadway, is showing a peach of a film of old time fighters which he compiled himself . . . Alex Moss, who deals Columbia publicity from the top, bottom and middle of the deck, says he didn't really commence to live until a month ago—and that's when he got married . . . Joe Brandt denies that producers get discouraged over sound pictures as they listen to the "noodle soups" at the Astor . . . Artie Stebbins is strongly opposed to the suggestion that all the golf courses in the country be closed on election days . . . Lou Baum anxiously inquired about the locker situation at the New Motion Picture Club, and for why? . . . Frank Hughes is Harry Hirschfield's only rival as the best member of the Cheese Club . . . A. J. Karch, who will be the steward of the Motion Picture Club, gave the

PERSONALITIES



JAMES TINLING

James Tinling, whose entire experience in the picture studios has practically been built on a comedy foundation, is being more and more looked to as one of the best directors to handle the megaphone on feature length pictures which depend a great deal on comedy situations.

James Tinling is a product of the west, born in Seattle, Washington, about thirty-five years ago. He attended the Seattle grade school and the University of Washington. During the World War, he was a member of the Sixty-Third Artillery.

His photoplay activities began as a property man at the Century Studios. Making rapid strides, he was soon writing for the screen, turning out many two-reel comedies. Tinling has had ample experience in the stunt division, too, having been one of the most daring stunt workers in Hollywood for more than two years. He has been on the Fox lot for the past few years; was production manager during the filming of "What Price Glory"; and has been working with Howard Hawks as assistant director for two years. "Very Confidential", "Soft Living" and "Don't Marry" have been the three pictures on which he handled the megaphone in his own right.

"Lilac Time" Sellout

"Lilac Time" First National's synchronized special starring Colleen Moore, which had its world premiere at the Cathay Circle in Los Angeles, last night was sold for a week in advance before the opening performance, according to information received late yesterday by Ned E. Depinet, general sales manager.

Bernstein Sails

Mr. and Mrs. Joseph Bernstein left for Europe last Saturday on the S. S. Volendam. Bernstein is president of the State Theatre Corporation of Jersey City.

new quarters the official once over and pronounced them O. K. and better than that . . .

. . . Spargo

Hammons Bringing Details of International Deals

(Continued from page 1)

German company, involving international production.

He also expects to launch soon a new invention with the use of Vocafilm by wireless control in which many theatres can tune in from one central point and eliminates the use of technicians in each theatre.

Vocafilm is also preparing a device in which the volume of sound can be controlled from the orchestra pit instead of the projection room so that sound is distributed evenly throughout the theatre. Installation costs of Vocafilm, Hammons reported, approximate \$3,500.

Stanley Co. of America

Elects Board of Directors

(Continued from page 1)

completed, will not compare favorably with those of the same period last year.

He believed, on the other hand, that the final six months of the year will show a decided improvement, due to the economies of operation now in effect, which has resulted in a par annum saving thus far of \$800,000 the approach of cooler weather, and many changes in the direction and management of the company's theatres.

Due to the tremendous changes taking place in the entertainment business at the present time, chiefly through the advent of the talking pictures, theatrical attendance will be materially increased.

Since the last annual meeting 20 theatres have been acquired by fee or lease and 15 others are under construction.

M. P. Club Engages

Karch as Steward

At the meeting of the Board of Directors of the Motion Picture Club of New York last week, it was unanimously voted to offer to A. J. Karch the post of steward in the Motion Picture Club.

On Saturday Mr. Karch notified Lee Ochs, Chairman of the House Committee, that he would accept. He will terminate his present connection early in August and be ready to assume the direction of the Club's cuisine on August 15th.

MORRIS SETS RELEASE DATES ON SPECIALS

Release dates were designated this week by Sam E. Morris, General Manager of Distribution, for the first Warner Bros. Vitaphone special for 1928-29 and for the first Warner Winner on the new season's program.

"Lights of New York" will lead off the company's schedule and will be released on July 21st.

"State Street Sadie", set for July 23rd, is the initial Winner for this season's release. This too has extensive Vitaphoning.

Kennedy Plans to Move FBO Studios to Burbank

(Continued from page 1)

to Paramount Famous-Lasky Corporation.

Another plan that Kennedy will put into operation is the creation of a central distributing unit or bureau to release Pathe, FBO and First National pictures. Headquarters will be in New York but three different sales organizations will continue to sell the respective product, savings being effected chiefly in office rent, examining and shipping of film, etc.

Kennedy's plan to center FBO production in the future at Burbank is based on reasons of economy as well, since the producing forces of both companies will be under one supervision, namely William Le Baron and E. B. Derr.

The use of space at Burbank by FBO producers may occasion a saving in overhead at the First National studio, if a 100% shooting time is effected.

NEW YORK—Walter Wanger of Paramount Famous-Lasky yesterday stated he had heard nothing about the purchase of the FBO Studio property.

R. A. Rowland, General Manager of First National production also denied yesterday that there was any truth to the rumor because there was not enough room at Burbank to produce 100 pictures in a season and also the financing arrangements of both companies on production are totally opposed to each other.

STEFFES APPEALS

(Continued from page 1)

"We will demand that the Federal Trade Commission either accept or reject the recommendations of the exhibitors made at the trade conference last Fall," said Steffes.

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I COULD GIVE YOU OTHER INTERESTING STATISTICS, BUT THESE will be enough to show you what a vast machine has been geared up to handle your business.

THE AMAZING FEATURE OF THIS STORY IS THE FACT THAT although more than ten thousand customers are taken care of every week; and although more than 79,000 reels of film are inspected and shipped every week; and although millions of pieces of advertising accessories are delivered to our thousands of customers —the mistakes are so few as to be almost unworthy of notice.

THIS SAME EXPERTNESS, THIS SAME EXACTING CARE IS EXERCISED BY UNIVERSAL OFFICES IN EVERY OTHER CIVILIZED PART OF THE WORLD. DELIVERIES OF GOOD PICTURES ARE PROMPT AND IN GOOD ORDER IN SPITE OF THE FACT THAT WE HAVE TO USE EVERY KNOWN FORM OF TRANSPORTATION INCLUDING RAILROADS, AUTOMOBILES, AIRPLANES, HORSES, CAMELS, WHEELBARROWS, AND EVEN THE STURDY SHOULDERS OF HUMAN RUNNERS.

WHILE THIS TREMENDOUS AND INTRICATE MACHINE IS PERFORMING its functions 24 hours of every day, the Universal studios—by far the largest and best equipped in the world—are feeding it its needed supply of fine pictures of every type and length and description, from the mightiest of super-productions down to the one-reel comedy.

IF YOU ARE NOT A MEMBER OF THIS FAR-REACHING FAMILY, WHY don't you join it and partake of its strength?

Pathe Studios Busy on Ten Productions

There are now in active production at the Pathe Studios "Show Folks" and "Annapolis". Lina Basquette, Eddie Quillan and Robert Armstrong are featured in "Show Folks", and Jeanette Loff and Johnny Mack Brown in "Annapolis". Paul Stein and Christy Cabanne are the respective directors.

Editing are "Captain Swagger", "Celebrity" and "Craig's Wife". In preparation are "Marked Money", "Sal of Singapore", "The Spieler" and "Ned McCobb's Daughter".

High and Low Grosses in Spotty Bway. Week

(Continued from page 1)

was "The Man Who Laughs" at the Rialto, taking in \$26,500. "King of Kings" with Photophone synchronization only did \$14,700 at the Rivoli.

"The Red Dance" at the Globe took in \$12,360; "Trail of '98" in its last week did \$7,220.25. "Fazil" played to \$6,843 at the Gaiety and "The Temptress" at the Embassy, \$6,028. "Wings" did \$10,000 at the Criterion and "The Lion and the Mouse," \$12,704.25 at the Warners.

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FAIRBANKS BANS TALKIE EFFECTS IN NEXT FILM

HOLLYWOOD—Carroll S. Trowbridge, personal representative of Douglas Fairbanks stated yesterday that "The Man With The Iron Mask" would have no Fairbanks dialogue in it, but will be synchronized.

Fairbanks has decided that he will not let the use of the sound devices impair the internationalism of his screen productions and the silent motion picture is a greater medium of expression than the spoken word.

\$600,000 Buys Control of Imperial Theatres

(Continued from page 1)

ager on September 2nd.

The properties involved are the Imperial, Quimby and Schultz Theatres and the Brown organization will now control all the theatres in Zanesville, the other houses already owned being the Liberty, Weller and Grand Theatres.

The Brown chain will no longer be forced to take the entire output of films of the leading distributors but intend now, through greater purchasing power to eliminate the showing of poor pictures and will dicker for the best individual films available.

Al G. White, manager of the Quimby Theatre goes with the Brown company in an official capacity, and Caldwell H. Brown will be in New York Tuesday to line up Fall product probably.

Hollywood News

By JOE BLAIR

One Ramon Jordansky is suing Famous Players-Lasky for \$100,000 claiming his story "Down the Volga River", which he submitted in 1927 had never been paid for. Jordansky claims his story and "The Last Command" were identical.

Tim McCoy is going to make a story concerning the laying of the first continental telephone line across the United States. John Waters, the director. M-G-M the producer.

Dr. Hugo Reisenfeld left town today for New York. The Doctor will conduct an orchestra of a hundred and fifty pieces for the making of synchronization of Sam Goldwyn's production "Two Lovers".

E. Mason Hopper has been engaged to direct Douglas MacLean in his MacLean-Christie picture "The Carnation Kid".

Virginia Valli was signed by Tiffany-Stahl for "The Rainbow" to be directed by Reginald Barker.

Nora Lane has been signed by Tiffany-Stahl to play opposite Ricardo Cortez in "The Gun Runners".

Paramount announces that the following pictures will have sequels: "The Wedding March", "Abie's Irish Rose", "The Patriot", "Canary Murder Case", "Love of an Actress", "Warming Up" and "Wings".

In secret voice tests of players at the M-G-M studio, only four were found satisfactory for talking pictures. They are Marion Davies, Jack Gilbert, Renee Adoree and Ralph Forbes. They say La Garbo sounded like a bunch of dried peas in a tin can.

Universal is quite excited over the young boy, Fred McKay whom Wes Ruggles picked out of the extra ranks for a role in his current picture "Salvage", which picture by the way, seems to have caught the enthusiastic notice of a few executives who have watched the daily rushes.

They say the great romance of Paul Kohner and Mary Philbin has ceased to exist.

Earle Foxe has been cast for an important role in "The Fog", a Fox picture.

The newspaper drama made by M-G-M with Lawrence Gray and Louise Lorraine, together with the famous police dog "Flash" is to be known as "Shadows of the Night", instead of "Deadline".

Richard Rossen, director, has left Fox.

Jacqueline Gadsen has been signed by Columbia for the important role in "Princess Olga".

Nils Asther is Norma Shearer's leading man in her new starring picture, "The Little Angel".

Gloria Swanson announces August 15th as the tentative starting date for "The Swamp".

Elsie Janis has been seen around the Paramount lot quite a lot. Can it be that Elsie will soon join this

organization probably for a talking picture?

M-G-M has bought the Famous French play "Adrienna Lecouvreur".

Universal has suddenly discovered that Mary Philbin has "it". Consequently, they are casting her in different type parts all together. Her new picture, after her present one, "Salvage", is completed, will be "The Summer Shower" written by Iloma Flup. Edward Sloman will direct.

Mae Murray has given up all idea of making a picture in the near future in favor of returning to the Pantages circuit.

Nina Quartaro has been cast for a part in the Warner Bros. picture "The Redeeming Sin". Conrad Nagel and Dolores Costello are co-starred. Howard Bretherton will direct.

Joseph Henaberry will direct Reginald Denny in his next Universal production, "Red Hot Speed".

Coast rumor has Harry Reinhart as Gloria Swanson's leading man in "The Swamp".

Betty Compson has been signed by First National to appear opposite Richard Barthelmess in "Scarlet Seas".

James Murray who just completed a feature role in "The Little Wild Cat" for Warner Bros., has been signed by Universal for the leading part in "Shakedown" which William Wiley will direct.

Louise Brooks, in New York for the past two weeks, is now on her way back to the West Coast to begin work on "The Canary Murder Case".

Bernard Randall, well-known stage and screen player, is the latest addition to the cast of "Show Girl".

Dick Sutherland, famous delineator of "tough" characters on the screen, has been added to the cast of "West of Zanzibar", Lon Chaney's new M-G-M starring vehicle, to play the barkeeper in the African dive.

Captain E. H. Calvert has been cast as a Marine Corps general in Richard Dix's next Paramount picture, "Moran of the Marines".

Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

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Ambassador Theatre, St. Louis, Mo.

Missouri Theatre, St. Louis, Mo.

Woodhull and O'Toole Pick Canada for Convention

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 14

New York, Wednesday, July 18, 1928

FIVE CENTS

OBSERVATIONS

Chapter Plays

When we use to sell them, they were known as "serials". Now they have gotten a bit high-hat and are called chapter plays and until yesterday, "by any other name . . .". You know the rest.

Different

Paul Gulick, the genial p.a. of Universal invited us to a showing of the first three episodes of "Tarzan The Mighty" Universal's new chapter play. We were greatly surprised. This one is different and is going to have a wide appeal, in that it is going to create a new audience for this type of entertainment.

The Change

Some one around the "U" office evidently had a bright idea. Figured that serials (beg pardon) "chapter plays" were getting to be known as strictly an entertainment for kids. Exhibitors were booking them for Saturday's and playing them only at matinee's. Something had to be done. And they have done it.

Story

They have taken a story that is plausible, given it excellent direction and a superb cast. But the big kick of the chapters we saw were furnished by the animals. Real actors and have a very important bearing on the story. Animals are always interesting. These more than ever.

Adults

Adults will go for this one with more interest (if possible) than the kids. They will not have to stretch their imagination to be entertained nor will they snicker at the impossibility of the story or situations. The production values have lifted to the par of feature productions in that, the sets and the camera work are superb. Exhibitors would do well to look at this one before booking it. They will forget about the "for matinee's only" and run it all day and maybe more.

WILKERSON

MPTOA CHOOSES TORONTO Schulberg New General Mgr.

Lasky Promotes Five to Classification As As- sociate Producers

B. P. Schulberg, hitherto known as "associate producer" of Paramount Famous-Lasky Corporation production on the Coast, was yesterday elevated to the post of General Manager of West Coast Production by Jesse L. Lasky.

Other promotions to the post of Associate Producers from the rank of supervisors, were given to B. P. (Continued on page 4)

A. H. WOODS TO BUY VOCAFILM PROCESS

Plans Talking Films on Stage Productions—Edu- cational Not Ready

According to reliable authority, A. H. Woods will today close negotiations for the outright purchase of the Vocafilm Corporation film synchronization device, of which David R. Hochreich is President and General Manager.

Mr. Woods yesterday admitted that up to the present, the deal was not set but that he would have something definite to disclose today.

The Vocafilm officials denied any knowledge of the deal while A. S. Kirkpatrick, V.P. of Educational Film Exchanges which has a distributing contract for Vocafilms also (Continued on page 4)

P-F-L 3 for 1 Split

In anticipation of dividend action and for the purpose of authorizing a 3 to 1 stock split up, which will be voted on at the special meeting on August 6th, Paramount Famous-Lasky Corp., requested financial houses holding its certificates in names other than their own, to transfer them into their own names so that the shares can be voted.

Maxwell Here Friday

LONDON—John Maxwell, Chairman of the Board of Directors of British International Pictures who is endeavoring to obtain suitable distribution of his company's product in the United States, sailed Saturday for the other side and is expected in New York next Friday.



SAM SAX

Gotham head, dickering for synchronization on "The River Woman," first special for 1928-29.

WOODS NOT TO SELL SOUND SCREEN RIGHTS

A. H. Woods sees the time coming when plays will be given on the screen exactly as they are presented on the stage, without the technique of the screen story.

Former stage successes produced by Woods are being modernized for talking film versions and include such plays as "Potash and Perlmutter" series; "Up in Mabel's Room", "The Shanghai Gesture" and (Continued on page 4)

Sax Here for Synchro Gotham Conference

Sam Sax and Budd Rogers, heads of Gotham Productions were yesterday in conference with sound film apparatus officials for the synchronization of the first special on the 1928-29 program "The River Woman," starring Lionel Barrymore and Jacqueline Logan.

"Times Square" the next to go into production will also be synchronized.

1928 Convention to Be Held on Oct. 16-17-18 Canada M.P.T.O. Cooperative

The 1928 Convention of the Motion Picture Theatre Owners of America will be held in Toronto, Canada on October 16th, 17th and 18th. This was decided at a meeting held at the King Edward Hotel yesterday in which the National officers of the organization participated.

Those present at the meeting were National President R. F. Woodhull and Executive Secretary M. J. O'Toole. The Canadian representatives included Regional Vice President J. C. Brady who is also President of the Canadian organization (Continued on page 4)

LLOYD TO LAY OFF DIALOGUE ON NEXT

HOLLYWOOD—Harold Lloyd will not attempt to go in for dialogue in his next picture, according to William R. Fraser, General Manager of the Harold Lloyd Corporation.

Fraser believes dialogue will be unnecessary if sound is co-ordinated with action, inasmuch as the moving picture is essentially a work of (Continued on page 2)

Alicoate Returns

Jack Allicoate, Publisher of the Film Daily, returned yesterday from an extensive trip abroad.

Jeritza for Talkies

Mme. Jeritza, noted opera singer will appear in an American talking film for which she will receive approximately \$15,000. This will most likely be a short operatic diversissement.

Fox "Street Angel" Packing the Roxy

The Fox picture "The Street Angel" is packing the Roxy to capacity. This picture is approaching the record of \$144,267 established by "What Price Glory" week ending Aug. 20th. of last year. From present indications it will pass this record, inasmuch as it will do a greater net business. The tax was on last year.

DAILY REVIEW

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hempstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. I.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Harvey Day says he feels sure Tunney will defeat Heeney in their big scrap unless Heeney should prove himself the better fighter, and will bet as he feels. . . . Walter Futter told of scoring an 87 in his Sunday golf and Jules Levy thought he was talking about nine holes. . . . Sammy Sax, looking fat, sunburned and happy got in from the coast yesterday morning. . . . Hector Fuller, Boswell to Mayor Jimmy Walker, and a motion picture press agent before he reformed, held a reception in the Astor lobby at lunch time yesterday. . . . Joe Brandt decided that "Diamond Lil" is a pretty dirty show and then discovered by the programme that the architect of the theater is named Krapp. . . . Sam Berman, one of the old regulars in Times Square, paid his monthly visit to the Astor Hunting Room yesterday. . . . Jack Alicote, publisher and European traveler, returned from abroad yesterday having gained a few pounds which he attributes to a fluid aid to his regular diet. . . . Abe Waxman, or Warners, is vacationing at Long Beach and is thinking of promoting a male bathing beauty contest on the popular beach — entry line forms to the left. . . . Dr. Hugo Reisenfeld is expected in from the coast Saturday and will have something to say about sound pictures. . . . Clifford B. Hawley's office is now at 39 Broadway, but he visits the film district once in a while. . . . Abe Sablitsky may join the executive forces of Keith-Albee-Orpheum and move his headquarters from Philadelphia to New York. . . . Joe Bernstein, New Jersey circuit theatre owner, has gone to Europe on an extensive vacation. . . . Tim Leahy, once a regular on Broadway, is now living at Rockville Center and afraid to come to New York for fear he will get lost. . . . Jack Dempsey, picture actor of parts, is on his way to New York, and MAY take in the Tunney-Heenan fight while here. . . . E. W. Hammons and J. D. Williams

"Talkie" over Production Seen As Danger to Industry

RAMSAYE PERFECTS NEW INNOVATIONS FOR PATHE

Terry Ramsaye, Editor of Pathe Review, has given the film magazine a new typographical dress throughout, in addition to originating many innovations in its contents.

The Pathe title plant in New York has worked out new effects, the first of which will appear in Number 35, released August 26th. Illustrative of the new title effects is a new Pathe Rooster.

Lloyd to Lay off Dialogue on Next

(Continued from page 1)
action. If too much time is taken up for dialogue the comedy is slowed up so that it fails to get over.

There are no definite plans for Harold's next story, on which he will start shortly and the sound question will be dealt with when it comes up.

Coogan Suit Off

The damage suit of Mrs. C. Bernstein against Mrs. Lillian Coogan mother of Jackie Coogan, for \$750,000 may be called off on motions of dismissal when the suit comes to trial today in Los Angeles.

"Bitter Sweets" Started

Peerless Productions announce the start of their latest picture "Bitter Sweet". In the cast are, Barbara Bedford, Ralph Graves, Crauford Kent and Florence Sweet. Charles Hutchinson will direct.

A. H. Woods Plays for Talking Film Prod.

A. H. Woods sees the time coming when plays will be given on the screen exactly as they are presented on the stage, without the technique of the screen story.

Former stage successes produced by Woods are being modernized for talking film versions and include such plays as the "Potash and Perlmutter" series; "Up in Mabel's Room", "The Shanghai Gesture" and several other.

Horne Still in Charge of Zakoro Sales

William Horne, who was mentioned in the trade press as having replaced Bernard Scholtz at the Zakoro Film Corporation, states that this is not correct, as he has been associated with Zakoro for the past six month's as General Sales Manager.

Scholtz who was a salesman with Zakoro has joined Ed Smith's force at Tiffany-Stahl.

Torrence Signed

Ernest Torrence, the broad-shouldered and industrious Scottish character actor who recently took enough time off to visit his native heather, has signed a long-term contract with Metro-Goldwyn-Mayer.

are due in New York today on the Olympic.

Producers are being cautioned to go slow with their headlong plans to launch sound-film pictures, particularly with dialogue. Representatives of the talking film equipment manufacturers fear that an over-production of sound films at this time, without proper thought or preparation may cause the new form of entertainment to become just a fad.

If this result develops, the bottom of the talking picture industry will be drained in too short a time and the public will turn from the spoken and sound pictures, unless they are well produced and only in such instances as sound is justified.

According to officials of the Western Electric Company, the public should be given to understand the difference between sound and dialogue and that no impression should be broadcast that there would be a lot of talking sequences in all forthcoming pictures.

Warner Broadcasts

CINCINNATI—The weekly broadcasts of Warner Brothers over Crosley Station WLW are making a hit with fans here. In lieu of conventional announcements, dialogue carries to listeners, news from Hollywood on Warner pictures and stars. A musical program also features the Warner House and the Warner Branch here reports the Broadcast is building up good-will for exhibitors and the company.

Musicians Fight

CHICAGO—The Chicago Federation of Musicians as well as all other branches of the Amer. Federation of Musicians have been ordered to use every possible influence to stop the use of Vitaphone and Movietone machines due to the serious unemployment situation.

Start \$5,664,800 Movies

The statistical Division of F. W. Dodge Corporation reports 40 motion theatre projects during the month of June were started in 37 Eastern States. The 40 contracts total \$5,664,800 in investment value.

Phototone Hook-up

Deal with Dr. Beakers

LONDON—Dudley A. Bott, managing director of British Phototone has made agreements with Dr. Beackers, German inventor of sound films, whereby films made in either country with either process will be interchangeable.

Dr. Beackers has an automatic starting, stopping and change-over device which will be made available to Phototone.

"Mystery Mansion"

"Mystery Mansion" third all-talking screen comedy of Fox Movietone will introduce three new voices. They are Sumner Getchel, Toy Gallagher and Ford West. Bernard Freericks, had charge of the sound effects in the production. Harry Delf wrote and directed this one.

William Counselman has also completed "Four A. M." another Fox talking comedy with Marjorie Beebe and Tyler Brooke in the cast.

A Hot Shot from Pathe Another World Wonder

William Dietz who is photographing the airplane sequences in Rod La Rocque's present Pathe starring picture, "Captain Swagger", is a licensed pilot and drives his own plane in taking the air shots, Pathe informs us.

Don't suppose Dietz develops and dries his films from the tail end of the plane!

CUING SOUND FILMS REQUIRE REHEARSALS

It is understood that all theatres installing sound equipment will be faced with the problem of regulating the amplification of sound in their respective houses, depending upon the size and seating capacity.

Sound cannot be regulated to fit both the back and front of a house perfectly as in auditoriums of great depth the problem becomes serious.

Technical experts offer as a solution, the necessity of each theatre holding special rehearsals for cuing the picture, with the manager in the auditorium to direct and the projectionist marking the position of his fader at each point on a cue sheet. They are further cautioned against too much volume.

Charles Pathe Active

PARIS — It is reported that Charles Pathe will recommence the production of French pictures, as well as Leon Gaumont who has formed the "Libera Film" to make 4 pictures.

Movietone Crews Film

News in Orient

Fox-Case Movietone crews, now operating in many parts of the world with portable truck equipment, are sending several news units to the Orient to film important events for the Movietone Newsreel.

Competition Closes

West Coast Belmont

HOLLYWOOD. — The Belmont Theatre in the West Coast chain has been closed, the lease of R. H. Davis and Dr. C. H. Archibald having expired. Wesco has not decided what to do with the house in the future.

Reasons given for the failure of the house is that it is too near another big independent theatre which has offered successful opposition through smaller operating overhead.

Hawley Leaves Films

Clifford B. Hawley has opened an office for general dealing in investment securities and corporate financing at 39 Broadway, N. Y. C.

"Uncle Tom" Ready

"Uncle Tom's Cabin" has been synchronized in Movietone with the Fisk Jubilee Singers and a highly realistic accompaniment of sounds of all kinds and is now ready to be heard as well as seen.

Myrna Loy Signed

J. L. Warner has renewed Myrna Loy's contract with Warner Bros. for a long term period, as a result of her work in "State Street Sadie".

GENERAL PICTURES TO MAKE 12 IN 1928-29

Oscar Price of the General Pictures Corporation has started production on the first of four Richard Talmadge Productions.

Price reports that the State Right Market, on which plan the pictures will be released, want the Talmadge series which are expected to result in satisfactory box-office grosses.

The series will be synchronized with music and effects so that theatres equipped for sound projection can fit them into their program.

Price expects to produce eight other pictures besides the Talmadge Productions, at the San Mateo Studios in California.

Hummel Is New Gen.

Mgr. of First Division

Howard S. Hummel has succeeded Jesse J. Goldberg as General Manager of First Division Distributors, Inc., which will produce eight pictures for next year, 3 Noah Beery's to be known as Specials for 1929.

Hummel has been in the industry since 1909 and was recently V.P. and Gen. Mgr. of his own company, Trinity Pictures.

Goudal in "Love Song"

Jetta Goudal has been signed by David Wark Griffith to play the role of Simone, Parisian demi-mondaine in the Court of Napoleon III, in "The Love Song."

William Boyd and Lupe Velez are featured in this United Artists picture.

"Lonesome" Selected

Universal's special, "Lonesome", supervised by Carl Laemmle, Jr., and directed by Dr. Fejos has been selected by the Committee on Exceptional Photoplays of the National Board of Reviews as one of the outstanding pictures of the year.

"Tempest" Held Over

In spite of its original ten weeks' lease on the Embassy Theatre terminating next Saturday, "Tempest", the new John Barrymore United Artists Picture, will be held over in this Broadway house several weeks longer.

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ROACH STUDIOS COMPLETE SIX AND EDIT 3 MORE

Since the resumption of production activities at the Hal Roach Studios immediately following the month's vacation during May, every department has been running at high speed in order to prepare as far in advance as possible the various releases of the four series of comedies which will be distributed during 1928-29 by Metro-Goldwyn-Mayer. The result is that six productions have already been received in the New York offices of M-G-M. Charley Chase has completed "Imagine My Embarrassment;" Our

Gang has completed "Growing Pains" and "The Old White Horse;" Max Davidson has completed of the All Star Series, "That Night" and "Do Gentlemen Snore;" and Laurel and Hardy — "Should Married Men Go Home."

Other productions which have been completed as far as photography goes but which are still in the process of being cut and titled are the Our Gang production of "School Begins;" Charley Chase in "Is Everybody Happy" and Laurel and Hardy in "Early to Bed."

PARKELL CORP. FORMED FOR TALKING PICTURES

The Parkell Corporation has been formed to produce talking motion pictures with stage plays. The Corporation has purchased all the stage plays, musical comedies and musical dramas written by Adolf Philipp and Jean Briquet which have been produced in the U. S. and abroad.

Eugene Spitz who is making the "Great Stars and Authors" series for the Actors Fund is connected with the new organization. Spitz's headquarters are at the Cosmopolitan Studios.

Block to Supervise

Ralph Block will supervise "Show Folks" the Pathe picture soon to go into production under the direction of Paul Stein, who at one time appeared under Max Reinhardt in Germany.

Hopper to Direct

E. Mason Hopper has been signed to direct the first Doug MacLean Christie - Paramount synchronized picture, "The Carnation Kid". Hopper has terminated his Pathe contract.

Name Changed

PITTSBURGH—The Rowland and Clark Service, Inc., subsidiary of the Rowland Clark Theatres controlled by the Stanley Company of American, has changed its name to the Exhibitors Purchasing Corporation.

Blanche Sweet Cast

Blanche Sweet has been added Peerless picture being directed by Charles Hutchison and featuring to the cast of "Bitter Sweets", the Barbara Bradford and Ralph Graves. Sam Efrus is President of the Peerless Pictures Corp.

Director's Discovery

UFA Director Wolkoff who was filming location scenes for "Secrets of the Orient," is reported to have unearthed relics of the ancient city of Atlantis near Gabis in Tunis, Africa.

Brockwell in Demand

Gladys Brockwell will play the role originally assigned to Irene Rich in Warner Bros. screen version of George M. Cohan's great success, "The Home Towners" on which production is now ready to start with Vitaphone throughout.

"BUTTER AND EGG MAN" BOOKED FOR JULY 21

After seeing "The Butter and Egg Man" screened in St. Louis, Charles P. Skouras at once booked it for immediate playing, and wired Ned E. Depinet, general sales manager of First National Pictures.

"Just screened 'The Butter and Egg Man' and am positive you have a hundred per cent. audience picture and a fine box office attraction. We have such confidence in the picture that we are giving it an immediate date at the Ambassador, starting Saturday, July 21st."

Eddie Collins Is Made

Movietone Booker

E. H. Collins, supervisor of Fox Film Exchange operations, has been appointed by General Sales Manager J. R. Grainger to the post of supervisor and booking and distribution of all Fox-Movietone feature prints.

At the same time Mr. Grainger announced the division of the United States into twelve zones, each having its own key point where synchronized prints will be stored, inspected and shipped.

Jannings—P-F-L Sued

Emil Jannings who is now making his permanent home in Hollywood has been sued for \$100,000 together with the Paramount Famous-Lasky Corporation on charges of plagiarism.

Roman Jordansky alleges that the picture "The Last Command" was taken from his scenario "Down on the Volga River".

READER INTEREST

is not measured by thousands

THE DAILY REVIEW gives the reader news while it is still news, facts about the motion picture industry, honest reviews and general information.

This policy creates reader interest, the most important asset of any newspaper. And reader interest is not measured by thousands nor weighed by audits. The love of a reader for his favorite journal has no mathematical formula.

Add these to our growing list

Duffield Theatre, Brooklyn, N. Y.
Crystal Theatre, Minneapolis, Minn.
Family Theatre, Des Moines, Ia.
Capitol Theatre, Des Moines, Ia.
Astor Theatre, St. Paul, Minn.
National Theatre, Brooklyn, N. Y.
New Graham Theatre, Washington, Ia.
Y Theatre, Cleveland, Ohio
Gaiety Theatre, Cleveland, Ohio

EXHIBITORS DAILY REVIEW

45 West 45th Street

New York City

SOUND PROLOGUES LASKY PLAN

Del Rio Replaces Talmadge in U. A. Film

HOLLYWOOD — Jesse L. Lasky will create a special department to bring talking-picture prologues to small theatres which cannot afford special presentations at the present time.

There will be produced both in Hollywood and New York; one, two and three-reel short features, comedy skits with vocal synchronization and many other novelties being presented at moderate rentals.

"It is our plan to present a whole show in sound, from the stage unit productions, to the news reel, the comedy, the screen magazine and other subjects," said Mr. Lasky who will personally be in charge of the new department.

Noted stars from the New York musical comedy and legitimate stage will appear in these featurettes, as well as stars of the motion picture world.

Del Rio to Replace

Talmadge in U. A. Film
"The Darling of the Gods" which Morris Gest is to supervise for United Artists will be directed by Edwin Carewe and Dolores Del Rio replaces Norma Talmadge, originally cast for the central role. Sessue Hayakawa will be the leading man.

Doris Kenyon Signed

Doris Kenyon has been signed to play the wife in Paramount's film version of Roland Pertwee's play, "Interference." Miss Kenyon was selected by Fred Datig, casting director, after several weeks of searching for the type required.

Clive Brook, William Powell and Evelyn Brent are other principals in the cast thus far. Lotter Mendes will direct.

Schoedsack-Cooper Back

Refusing any information concerning the "mystery film" they have brought back from Africa, Ernest Schoedsack and Miriam Cooper, makers of "Chang", yesterday arrived at the Paramount studio to cut and assemble shots for which they have travelled many thousands of miles.

Jesse L. Lasky, who met the explorer-cameramen in Paris, declares the result of their journey will exceed both "Chang" and "Grass" their first adventure pictures.

Dick Barthelmess Back

Richard Barthelmess has returned from his yachting vacation and is now busily engaged in daily story conferences with Director John Francis Dillon.

"Scarlet Seas" is a sea story based on an original by Scott Darling and marks Barthelmess' return to ocean-going drama after a lapse of six years. Exteriors will be filmed at Catalina Island.

Marion Title "Oh, Kay!"

George Marion, Jr., whose wit has placed him at the peak of his profession as a title writer, has been engaged to write the subtitles for Colleen Moore's screen comedy, "Oh, Kay!" by John McCormick, producer of her First National Pictures.

Arthur Rosson Leaves Fox

Arthur Rosson for the past two

Lasky's Prediction

Jesse Lasky, on his arrival in Hollywood, announced that "in five years the silent drama will be no more. It will take that length of time to equip the thousands of picture theatres with sound devices. Every producer will be forced to eliminate silence from his programs".

years a Fox director, has left that organization.

Tom Geraghty

Writing Colleen Script

Tom Geraghty is preparing the adaptation and continuity on "Synthetic Sin", Colleen Moore's next production for First National. Miss Moore is now working on "Oh, Kay!", based on the musical comedy. "Synthetic Sin" will be a screen version of the play by Frederic and Fanny Hatton.

Agnew to Tour

Fanchon & Marco have signed Bobby Agnew for a tour of the West Coast Theatre Circuit, making personal appearances simultaneously with the screening of an act in which his voice is recorded in movietone.

3 Columbia Scripts

"Trial Marriage," "The Power of the Press" and "Runaway Girls" are three scripts being prepared by Harry Cohn, V. P. in charge of production for Columbia Pictures, for the 1928-29 schedule.

Oldest Talkie

Edmund Breese is authority for the statement that "The Master Mind" was the first synchronized picture, a 6-minute synchronization made by Edison 20 years ago, which Breese wrote and acted in. He is soon to appear in "Conquest" with Monte Blue for Warners.

A. H. Woods to Buy

Vocafilm Process

(Continued from page 1)
had heard nothing, but did admit that his company had no Vocafilm product ready for distribution at this time.

The use of Vocafilm was successfully made in George White's Scandals Productions this year and the Woods plan is to revive old stage successes and produce talking-film versions for road-show tours.

The Vocafilm Studio in New York likewise has been at work for the past year on a quantity of short sound film subjects, and was specially tried out on Broadway last year.

Woods Not to Sell

Sound Screen Rights

(Continued from page 1)

several others.

All future stage successes from the Woods office will be scrutinized for screen possibilities and produced in talking pictures by his organization.

STUDIO GOSSIP

By JOE BLAIR

Roy Pomeroy, executive technical expert of the Lasky studios, is conducting a series of tests in the form of short dialogues which are especially constructed to bring out each star's voice and personality.

Vic Fleming has been selected as the director for "Bureslque" and Benjamin Glazer is making the film adaptation. It will be an all talkie picture.

Lupe Velez, United Artists featured player, is threatened with a nervous breakdown. At present, she is only confined to her home.

Mary Pickford has announced that insofar as her pictures are concerned, the silent drama is going to remain silent. Consequently there will be no sound in her new picture.

Montague Love is to be featured in the first of a series of short stories, "The Condemned Woman", to be produced by Famous Short Stories, Inc. Robert Dillon to direct.

Carmel Meyers and Tony Sanford have been added to the cast of "The Man in the Iron Mask", the new Douglas Fairbanks picture.

Charlie Murray starts work next week on his First National picture "Do Your Duty", which will have a talking sequence in it.

Francisco Maran, noted French actor, both on the musical comedy stage and the French screen, will play his first American engagement in "The Last Warning" in support of Laura La Plante. Paul Leni selected him to play the role of Jeffries.

"Smiling Guns", Hoot Gibson's third production under his own management, has been completed at Universal City. The cast includes Blanche Mehaffey, Leo White, Virginia Pearson and Ralph Graves.

MPTOA Chooses Toronto

(Continued from page 1)

and several other Canadian leaders.

Arrangements were perfected in Toronto whereby the Canadian Theatre Owners will join forces with other motion picture interests there and also with the official and civic bodies to make this Convention one of the outstanding gatherings of the present year in that City.

The Special Convention Committee of the National organization consists of the Administrative Committee members as follows: L. M. Sagal, M. E. Comerford, J. W. Walsh, Jack Miller, Jules Michael, William James and Nathan Yamins.

Fox Detroit Ready

Hickman Price reports from Detroit that the new Fox Theatre in Detroit is being rushed to completion for early opening in September. The Theatre will resemble a Hindoo Temple.

WINIPEG-TORONTO TO INSTALL SOUND SOON

N. L. Nathanson, announces that Movietone and Vitaphone will be installed in the Capitol and Metropolitan Theatres in Winnipeg at a cost of \$50,000. The Metropolitan will be the first to present synchronized pictures in Winnipeg. The Tivoli in Toronto will also be wired.

The Northern Electric Company, which own the patents for both devices, in Canada, will do the installations.

P-F-L TO BUILD TWO MILLION DOLLAR HOUSE

Famous Players-Lasky Corp., Ltd., will build a 4,200 seat theatre in Toronto at Yonge and Hayter Streets.

Exclusive of the land, the building will cost approximately \$1,500,000. Production will start as soon as the architects plans are approved.

Schulberg New

General Manager

(Continued from page 1)

Fineman, Louis D. Lighton, J. G. Bachmann, B. F. Ziedman and David O. Selznick.

Roy Pomeroy has been made director of sound effects and will head the recently created studio sound department. Oren W. Roberts succeeds Pomeroy in charge of the department of special effects.

The promotions were made after conferences between Messrs. Zukor, Kent, Lasky and other executives.

"Cohens and Kellys"

George Sidney and Vera Gordon have again been signed for the next Universal "Cohens and Kellys" in Atlantic City", third of the series. Matt Taylor is doing the continuity.

Arbuckle Buys Cabaret

LOS ANGELES, July 17—Roscove (Fatty) Arbuckle, one-time film comedian and later a director, will return to the cabaret business in which he was occupied in days before screen career.

Arbuckle has purchased for \$200,000 the Plantation Cafe, near Culver City, Cal., and will operate it as a night club.

Classified Advertisements

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DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 15

New York, Thursday, July 19, 1928

FIVE CENTS

OBSERVATIONS

Random Shots

What's going to become of the film salesman? With little less than 2500 independent theatres for him to visit and sell his product and this amount being diminished daily, his duties are becoming negligible. Most all circuits deal direct with the home office or the local branch manager. "Peddling" product is fast becoming extinct. . . . The public swarming in the theatres running talking pictures. Summer business in these houses is turning into a bonanza. "Lion and the Mouse" in its fourth week at Tacoma; Dallas did over \$17,000 last week with "talkies". Milwaukee \$18,000 and two new records established for this time of the year on Broadway at the Paramount and Strand. Is it curiosity or does the public really like that type of entertainment? . . . "Louie" Selznick back in the picture business. They say he was winging it around town Saturday with a certified check for a million. Lot of money, even for "Louie". . . . What's going to happen to Pathe and Pathe exchanges? Will this organization revert to the type of release that made them famous years ago—short reels? Or will they be washed out entirely in the new Kennedy shuffle? . . . Who owns the basic patent for talking pictures? Are all of the "talkie" manufacturers operating under these patents? What has become of the DeForrest-Fox-Case suit? . . . Paramount News and the Paramount Theatre showed great enterprise in showing a flash strip announcing the assassination of Obregon a few hours after it really happened. . . . Wonder if, before long the theatre will be showing flash news of important events simultaneous with their publication in the daily papers. . . . The Gamby-Hale stepers at the Paramount are a treat for the eye. . . . Dick Rowland the happiest man in the motion picture world. Sitting on top of the heap and enjoying it. . . . Frank Rembusch insisting the industry hold another meeting with the Federal Trade Commission as contemplated last October. . . . Wonder if Joe Kennedy will get a shock when he starts talking with the directors and actors out at First National? At FBO he had a crowd to boss that were not quite so temperamental and hard to handle, those not so far "up in the money" as it were. The crowd at F.N. are quite different. . . . Exhibitors refer to it as a buying strike with the hope that it might frighten the

(Continued on page 2)

GIGANTIC THEATRE POOL HEADED BY B. S. MOSS

FRANKLIN BOOKINGS FOR W.C. ANNOUNCED

Fox, Paramount & M-G-M Product Set for 1928-29 Season

Harold B. Franklin, president of West Coast Theatres, who returned to Los Angeles, announced the lineup yesterday of product to be shown first at West Coast Theatres.

William Fox Productions, include "Street Angel", "Four Sons", "Sunrise", "The Four Devils", "The Red Dance", "Fazil", "Me, Gangster", "Mother Knows Best" and others.

Paramount Productions include "Wedding March", "Warming Up", "The Fleet's In", "The Patriot", "Wings" and other notable productions.

Metro-Goldwyn-Mayer Productions include "Excess Baggage", "The Bellamy Trial", "Our Dancing Daughters", Lon Chaney in "While The City Sleeps" and others.

Mr Franklin said that a tremendous interest is being shown by the leading producers in sound motion pictures.

West Coast Theatres, mindful of this development, have quietly been installing the best sound devices in

(Continued on page 4)

SELZNICK BUYS OUT CORTELLAPHONE DISC

Lewis J. Selznick, pioneer in the film industry and for the past few years identified with activities outside of motion pictures is said to have acquired control of Cortella Synchronic Pictures Corp., an organization manufacturing sound equipment and productions with sound, both "talkie" and synchronization.

The only producing organization holding a license at present for this form of recording is the Buck Jones company.

What's a Fellow to Do?

Lee Goldberg, theatre operator and exchange owner of Louisville has made a deal with Western Electric to equip his entire chain of theatres for sound pictures. So far so good: BUT Western Electric say they will not be able to furnish the equipment until the first of next year.

TOCC and IMPEA to Merge Interests in Widespread Plan

Sapiro-Ebenstein Line up 150 Houses

It was learned yesterday from several dependable sources that a gigantic independent theatre pool consolidation is under way in Greater New York and Northern New Jersey, which will be headed and guided by B. S. Moss and Aaron Sapiro.

As the plan is laid out, the Theatre Owners Chamber of Commerce of New York, the Independent Motion Picture Exhibitors Association of New York and other independent owners not members of either of these organizations will merge their theatres and resources. Moss will be the operating head and Sapiro the organizing head.

18 PUBLIX N.E. HOUSES OPEN WITH VITAPHONE

Eighteen Publix theatres in the New England territory will open with Vitaphone during the coming month, according to the announcement of Paul J. Swift, general sales manager of the Vitaphone Corporation.

The theatres and their opening dates are as follows:

Fenway and Olympia theatres, Boston, day and date policy, July 8; Strand, New Port, R.I., July 8; Capital, Pittsfield, July 8; Alston, Alston, Mass., July 22; Central Square, Cambridge, July 22; Stadium, Woonsocket, July 22; Opera House, Bangor, July 22; Strand, Brockton, (Continued on page 4)

Simmons Interviews

Buzzell on WEA

Mike Simmons, Eastern Scenario Editor for Gotham Productions, has been invited by the National Broadcasting Company to launch one of his interviewing features next Monday. Simmons has selected Eddie Buzzell, musical comedy star who has just completed a feature role in Gotham's "Midnight Life", for the broadcast.

P-F-L Film Rentals Up

Domestic film rentals at Paramount-Famous-Lasky Corp. in the second quarter were 20% in excess of the corresponding quarter last year according to the Wall Street Journal.

Practically every independent theatre owner in New York and Northern New Jersey is involved in the scheme and approximately 150 theatres in those districts will definitely join the pool.

The scheme may possibly extend to other cities with Moss and Sapiro taking other independent chains into the movement. Such a combination would result in the eventual organization of the largest independent theatre chain in the United States.

Moss has considered the scheme and has agreed to lend his name, time and resources to the new organization. He feels that the theatre business has always been a good one and should continue to be so, and that the new proposition will succeed. He plans to assemble a personnel from the best brains among the theatre operators.

The reason behind the formation of the pool is chiefly one of self-preservation and is an attempt to meet the competition of well-organized chains. The independent theatre owner in New York during the last few years has reached the peak of profitable business.

He finds today that under existing conditions his position cannot get any better and is bound to get worse. Over-building, paralyzing competitors' protection and film rentals are way beyond a reasonable basis and as a consequence his margin of profit is getting smaller and smaller.

In the opinion of several theatre owners approached with the news yesterday, the thought was expressed that the new scheme was an outgrowth of negotiations this past week between the T.O.C.C. and the

(Continued on page 3)

DAILY REVIEW

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemphstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Distributor, 259 Spadina Ave., Toronto, Canada.



New York:—Jerry Beatty, of First National, had his vacation planned for the first half of August and expects to spend it opening "Lilac Time" in New York. . . . Emil Jensen is busy practicing the Motion Picture Club song which Irving Berlin is to write. . . . Earl Gnlick says isn't it remarkable how bootlegging has stopped since the prohibition plank was slipped into the platform at the Kansas City convention. . . . Glendon Allvine plans to spend his vacation at the Fox studios on the coast looking over production, and knows about the sailor who spent shore leave rowing on Central Park lake. . . . Dave Chatkin, of Publix Theatres, has the reputation of dressing and talking an exceptionally good golf game. . . . Lee Ochs says his pet aversion is the guy who wears no hat but carries a cane, and they're getting more numerous. . . . Ben Amsterdam was up from Philadelphia yesterday buying a few pictures for his big string of theatres in and around the Quaker City. . . . Capt. Henry Bate is expected back from his vacation next Monday and everyone around Universal offices is buying colored glasses to escape the dazzle of a new military uniform. . . . Lynde Denig, of First National, is spending his vacation in Nova Scotia, but so far hasn't gone out of his way to rescue any lost Nobile crew members. . . . Winnie Sheehan, who has made a longer stay in New York than usual, will leave next week for the coast. . . . Walter Futter is thinking — just thinking — of making his "Curiosities" in sound for FBO his new distributor. . . . Charlie Moyer, of United

UNION-THEATRE WAR SMOULDERS

Owners Demand Cuts in Wages of Musicians and Operators

ST. LOUIS—In anticipation of the expiration of musicians' and projectionists' contracts around August 31st, St. Louis theatre owners are requesting substantial reductions in wages, when the new contracts go into force.

A reduction of \$10 a week for orchestra leaders to a straight ten percent cut for projectionists is asked.

Many theatres in this region are continuing to employ their orchestras despite the adoption of sound pictures.

It is expected that the musicians and projectionists will flatly reject the wage reduction proposals when they are officially submitted.

DULUTH—Local operators union here is at warfare with the Blackmore Chain operating the Diamond and Capitol theatres. In retaliation for the suspension of two of its members, the union has called out the other operators.

The theatre owners stated that poor business necessitated the cut, while union officials claim the theatres violated their contract which expires in September 1929.

Under the Minnesota laws, the theatre owners were permitted to operate their own machines, but the union refused to allow its men to work with non-union operators.

Scholtz Sales Mgr.

Bernard Scholtz, formerly New York Sales Manager for Zakoro Film Corporation is at the present time connected with Tiffany-Stahl, in New York.

Mineola Theatre

The Mineola Theatre at Mineola, L. I., formerly operated by the Calderone Circuit, will be opened on August 8th by the new owners, the Mineola Theatre Corporation.

Ralph W. Latham is President and Bennett Brandon, manager.

Artists, who has been under the weather for some weeks, is so far recovered as to be able to shoot his usual good golf game. . . . Jack Noble, one of the industry's best golfer's, is spending so much time with Vocafilm that he has quit playing. . . . Raoul Walsh, eminent Fox director, leaves Saturday for the coast to begin work on his first sound picture. . . . Joe Ruttenberg is making so many sound picture tests that he just can't keep from whistling, dancing and singing while shooting his camera.

Royal, Eh What?

King Alfonso of Spain, the Duke and Duchess of York, Admiral Beatty and other distinguished members of the naval and diplomatic services, viewed Douglas Fairbanks' "The Gaucho" at the home of Lord and Lady Mountbatten in London last week.

WILLIAM FOX CIRCUIT GETS FIGHT PICTURES

The William Fox circuit of theatre have contracted for the showing of the Tunney-Heeney worlds championship boxing pictures in all their theatres, announces Murray Bier, sales manager for Gold-Hawk pictures. In addition to this, the Canadian rights have been sold to Henry Sonenshine.

OBSERVATIONS

(Continued from page 1)

exchange man, but the real facts is the uncertainty of everything that is keeping the exhibitor from buying pictures for next year. He does not know where he is at the present time. . . . More theatres closed in greater New York now than at any other time since before the war. Rough estimate would reach an even 100. . . . Western Electric will not promise any new equipment for theatres earlier than Jan. 1st. Many exhibitors eyes watering with the business being done on Broadway, New York and other main streets by talking pictures. . . . Maybe the holdup in installations will prove a blessing in disguise for a lot of theatre owners. . . . First National publicity department, both East and West pulled a fast one in laying on our desk a still picture of Our Mayor, Colleen Moore and John MacCormick taken at the opening of "Lilac Time" the night before at the Carthay Circle Theatre in Los Angeles. . . .

WILKERSON

COOL "U" MILLION FOR SOUND EQUIP

Universal Chain Theatrical Enterprises, Inc., will invest close to a million dollars in equipping strategically located theatres with sound devices.

At present only three Universal theatres are so equipped and running with sound pictures, these being Kenosha Theatre, Kenosha, Wis., the Capitol Theatre, Grand Island, Neb., and the Broadway in Santa Anna, Calif.

MALCOLM STRAUSS FORMS IMPERIAL PICTURES

Malcolm Strauss, independent producer has organized the Ideal Imperial Pictures Corporation, and will produce as his first venture a Special Production.

Foreign rights to the special have been purchased for the British Continental Ltd., by J. C. Barnstyn.

The Hedwig Laboratories in New York will do the laboratory work on the film.

G-B CHAIN CONTRACTS FOR 11 VITA-MOVIETONES

"The G-B Theaters Corporation has signed contracts for the installation of Vitaphone and Movietone equipment in the following eleven theaters:

Broadway Theatre, Springfield, Mass; Victory Theatre, Holyoke, Mass; Calvin Theatre, Northampton, Mass; Strand Theatre, Westfield, Mass; Strand Theatre, Palmer, Mass; Casino Theatre, Ware, Mass; Elms Theatre, Chicopee, Mass; Palace Theatre, Pittsfield, Mass; State Theatre, Utica, N. Y; G-B Theatre, Greenfield, Mass; Steinberg Theatre, Worcester, Mass."

11th Annual "Paramount" Week to Be Celebrated Sept. 2-8

MARKS BROS. TRIAL POSTPONED TO OCT. 6

CHICAGO—After several days of testimony by sales representatives of some of the 27 defendants in the conspiracy suit brought by Marks Bros. the trial was postponed until October 6th, with the admonition to Balaban & Katz by the court, not to enter into any contracts with Warners or Fox that might tend to discriminate against Marks Bros.

All the witnesses for the defense testified they were selling product to competitors of Marks Brothers because of higher rentals obtained.

Marks Bros. counsel submitted affidavits which contend that the defendants have formed an unlawful monopoly to prevent competition and that the supply of available films has been cut off from the Marks Chain and that presentation acts have been induced to break their contracts.

Paramount News Fast

The Paramount Newsreel, pulled a fast one when pictures of President Obregon of Mexico who was assassinated, were shown on the screen of the Paramount Theatre Tuesday night. News of the murder arrived at 7 P.M. and the pictures were shown at 10 P.M., and were composed of library scenes of the President's life.

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THEATRE MANAGER FOR HIGH class house, vaudeville and pictures; must have experience. State salary expected. Must be capable of handling theatre with large stage; best references required. Box 75, Exhibitors DAILY REVIEW.

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WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

The 11th Annual Paramount Week will be celebrated this year between September 2nd and 8th. The Publicity and Advertising departments of the Paramount Famous-Lasky Corporation are now at work on a huge campaign to back up the sold week of Paramount bookings expected, at the theatres in the drive.

One of the first steps taken is the creation of a handsome 8-page broadside announcement "The Whole Town's Talking" which describes the company's 10 years of achievement and the current plans for this year, which will be sent to exhibitors.

Gigantic Theatre Pool

Headed by B. S. Moss

(Continued from page 1)

I.M.P.E.A. and subsequent negotiations between Herbert R. Ebnstein and B. S. Moss. It is known that Ebnstein in the past has been closely connected with Moss operations.

Ebnstein who was influential in starting the Sapiro organization and who is likewise understood to be active in the new pool, when called on the phone yesterday, said he has nothing to say about the thing but he also would not deny that such a movement was in progress.

Sol Raives was likewise queried and would not commit himself further than to say that as far as he knew the deal was not set, but that something of the sort must be done to save the independent theatre owner from problems that he cannot solve alone. He indicated he would welcome the idea of a pool, personally, and would probably throw his theatre interests into the scheme.

Another angle of the scheme calls for one of the largest independent producing and distributing companies which has no theatre affiliations at present to join the combination as their producer affiliations.

Further basis for the creation of the pool, it is understood, arises through claims of the independent leaders in New York who find themselves finally on common ground and in agreement to fight the dangers confronting them, through a solid and powerful organization headed by capable executive and exhibitor heads.

It would appear that the formation of the Sapiro group was the forerunner of the new consolidation and showed the way to the small theatre owner what could be done through proper cooperation and organization.

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Chas. N. Jawitz, Vice Pres. & Gen. Mgr.

Suite 711

Marathon Pictures

The Marathon Pictures Corporation has been formed with a capital of \$20,000 for the purpose of general production of motion pictures. The incorporators are Symon Gould of 500 Fifth Avenue, Essie Bregstein and David L. Lang of 383 Madison Avenue.

New Talkie Co.

The International Talking Pictures Corporation has been formed in New York to sell, deal in and lease talking motion picture films, appliances and projection apparatus.

The stockholders are Montrose Newman, Susan Wegg Smith and Edmund W. West. Howard L. Page is the financial power behind the company.

"Sweet Sixteen" Done

Rayart this past week completed production of "Sweet Sixteen", an Imperial Photoplay produced by Trem Carr and directed by Scott Pembroke. It stars Helen Foster. Sensational success of "The Road to Ruin", Gertrude Olmstead, Wm. H. Tooker and Gladden James.

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Walter Craighead, Manager
DEARBORN STREET FROM JACKSON TO QUINCY
New Garage One-Half Block

NO TALKIES FOR LEADING STARS

Henabery to Direct Next Denny Film

Fairbanks, Pickford, Lloyd Reject Idea of Talking Film

HOLLYWOOD — Douglas Fairbanks, Mary Pickford and Harold Lloyd have come out with the flat statement that in so far as talking pictures are concerned, they are still making them silent, at least not for a while anyhow. These three leading stars are soon to start new pictures and while each will have sound effects and synchronization, there will be no talk.

Reginald Denny is all set for his first Universal talking picture "Red Hot Speed".

When this story was accepted from Gladys Lehman, there was no thought of sound, but events of recent months have changed this. Miss Lehman together with Matt Taylor and Faith Thomas have whipped it in shape for a "talkie". Joseph Henneberry will direct.

Bathing Beauties

The new lineup of bathing beauties under the Mack Sennett banner are, Elsie Tarrow, Barbara Pierce, Virginia Parent, Olive Hatch, Marion Abel, Topsy and Aloha Porter.

Sennett's Pool

Mack Sennett has finished construction of a magnificent pool on the grounds of his plant at Studio City. Sennett has been without a tank since leaving there last winter. The first production to make use of the pool is "Taxicab", Jack Cooper directing.

Quillan "Hoofing"

Eddie Quillan is playing the part of a third rate "hooper" in the Paul Stien-Pathe production "Show Folks". Quillan was formerly a vaudeville dancer.

"Gamby" with Publix

Maria Gambarelli and Georgie Hale, have been engaged by Publix Theatres to stage dance routines for a series of twelve forthcoming Publix units.

Another for Del Rio

Still another production is announced for Dolores Del Rio. The new one is "Deported" based on an original story by George Scarborough. Edwin Carewe will direct.

Talking Trailers

Warner Brothers are soon to issue talking trailers for all of their extended run productions as well as the 18 Warner Winners.

Carewe and Schenck

Edwin Carewe will meet Joseph Schenck during August in London to discuss forthcoming Carewe-del Rio productions.

Ruggles to Direct "Broadway"

Wesley Ruggles, the Universal director, will direct "Broadway" for that organization. Glenn Tryon will have the part of the dancer, with Mary Philbin having the female lead. Production to start about the middle of August.

Franklin Bookings for W. C. Announced

(Continued from page 1)
its important theatres.

At this time Movietone and Vitaphone have a decided advantage over any other device because of the fact that practically all important producers have committed themselves to Movietone and Vitaphone.

Franklin believes this is going to be one of the biggest years for the motion picture industry as a whole and that the added interest created because of sound synchronization will stimulate a better type of productions than heretofore shown.

18 Publix N.E. Houses Open with Vitaphone

(Continued from page 1)
July 23; Scolly Square, Boston, July 22; Olympia, Lynn, July 29; Merimac, Lowell, August 19; Strand, Pawtucket, August 5; Salem, Salem, August 19; Strand, Dorchester, September 2; Field's Corner, Dorchester, September 2, and the Publix theatres in Chelsea and Haverhill, September 2.

Radio Being Used in "Rescue" Filming

For the first time definitely linking a distant "location" with a Hollywood studio, radio has been brought into direct film-making use by Samuel Goldwyn to keep him in constant communication with Santa Cruz Island in the Catalinas where his picture version of Joseph Conrad's "The Rescue" is now being filmed, starring Ronald Colman, with Herbert Brenon directing.

Station KGGZ in the Goldwyn office is in constant contact with Station KGGX on Santa Cruz Island.

Authentic Annapolis Scenes Shot for Fans

F. McGrew Willis' story, "Annapolis", will offer an opportunity to picture patrons of seeing authentic and specially photographed views of the U. S. Naval Academy at Annapolis, Md.

In "Annapolis" Johnny Mack Brown portrays a midshipman and Jeanette Loff plays the feminine lead with Hobart Bosworth, Hugh Allan and William Bakewell in the supporting cast.

STUDIO GOSSIP

By JOE BLAIR

"The Grifters", a story by C. D. Lancaster, will be put into production by Warners Bros. around August 1st. It will be an all talking picture and Roy Del Ruth will direct.

The Clara Bow unit and Mal St. Clair have returned from location scenes around Frisco. The picture, "The Fleet's In".

Joe Jackson is writing all the titles for the Al Jolson Vitaphone production, "The Singing Fool".

A lot of activity around United Artists with a yes-and-no attitude. One minute they will make sound pictures and the next minute, they won't. The latest is that young Considine, while in New York, will arrange with one of the big musical comedy producers to do an entire musical comedy with sound.

Starting production on John Gilbert's next M-G-M production, "Thirst" has been set back until August 15th.

Tiffany-Stahl has borrowed Doro-

thy Sebastian from Metro-Goldwyn Mayer for the female lead in "The Devil's Appletree", to be directed by Elmer Clifton.

Fred Kelsey has been added to the cast of "The Last Warning". Paul Leni directing for Universal.

The entire cast for "Born to the Saddle", a Universal Ted Wells' production, is as follows: Duane Thompson, Byron Douglas, Nelson McDowell, David Dunbar and Benny Corbert.

The first picture that Ruth Taylor will make under her new contract will be "The Canary Murder Case" William Powell, Louise Brooks and James Hall are also in the cast.

Louise Brooks has returned from New York after a short vacation.

Betty Boyd is appearing as leading lady opposite Wallace Lupino, the Educational-Cameo Comedies' hard worker.

"The House of Shame" written by Arthur Hoyle, is soon to start production at the Metropolitan Studios. Burton King, director. Principals already signed are Virginia Browne Faire, Creighton Hale, and Lloyd Whitlock.

FIFTH AVENUE

ALMOST every city has its Fifth Avenue. It is not a location but class distinction.

THERE is a Fifth Avenue publication in every industry.

In Motion Pictures it is

EXHIBITORS DAILY REVIEW

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Reg. U. S. Pat. Off.

FIVE CENTS

VOL. 24 No. 16

New York, Friday, July 20, 1928

OBSERVATIONS

Adoree

We wonder why M-G-M do not see fit to star Renee Adoree. This little girl seems to have everything that goes to make a great star. Everything she does seems so compelling and real and she has the rarest of all gifts: a sense of humor. They have given her bad pictures, poor roles, loaned her to companies for pictures of no quality, but with it all Adoree generally gives a performance that saves the day. Her work in "The Cossacks" was a revelation.

Barrymore

Lionel Barrymore, who has given pictures some of its best acting and finest characterizations, in talking regarding producers running to the stage for players for sound pictures says: "The voice is the least consequential thing in talking pictures. It is what the actor has in his head that counts. Joseph Jefferson once said that a fine voice ruined more actors than strong liquor, and he was talking right from the shoulder". Going further Barrymore says: "Even a poor voice can be made attractive by the personality behind it". Atta boy Lionel.

Menjou

And this from Adolphe Menjou regarding stars and the number of pictures they should make. Says Adolphe: "No star has ever made four or more good pictures a year steadily. It is impossible. Every star is continually trying to get a good story to make up for several poor ones which he was forced to make. There are two exceptions, Chaplin and Lloyd. Charlie has never made a poor one and Lloyd makes consistently good ones. But they make few pictures.' As usual Adolphe, we think you are right.

Theatre Pool

The story appearing in this publication regarding the contemplated merger of a number of theatres in greater New York brought a lot of denials from independent operators. But that's our story and we stick to it. Developments in the next few days will prove us right and more.

WILKERSON

OKLAHOMA THEATRES IN UNION BATTLE

OKLAHOMA CITY—The Theatre Owners of this city will be engaged in a labor war starting this Saturday night, as the climax of a controversy between the managers and the picture operators.

There are threats of a general walk-out being rumored as well as a retaliatory measure aiming at enforcing an open-shop policy. The Oklahoma City Chamber of Commerce is said to have gathered together enough non-union operators ready to fill vacancies, in any eventuality.

The difficulties do not arise over (Continued on page 2)

AMPA Protests Attack on Publicity Men

The AMPA meeting yesterday called forth a strong protest against an editorial headed "Publicity" which appeared in Exhibitors Herald issue of July 14th.

Bruce Gallup, president of the AMPA denounced the editorial as a personal slam against all publicity men and it was voted to send an open letter to all editors and to the Exhibitors Herald, protesting against the article and inviting them to show proof of its claims, and (Continued on page 4)

TEX GUINAN TO STAR "Queen of the Underworld" First Picture

Malcolm Strauss who was exclusively reported in yesterday's Exhibitors Daily Review to be preparing production of a special production and to have formed the Ideal Imperial Pictures Corporation, has selected "Queen of the Underworld" as the title of this first special.

Texas Guinan has been engaged for the leading role in this picture which will be started at the Manhattan Studios within a few days.

DeMille Slated for M-G-M May Sign Contract Today

Storey Leaves Pathe

J. E. Storey, for many years affiliated with Pathe in various capacities from salesman to sales manager, has joined the Vitaphone Corporation as a member of the sales organization working in and out of New York.

Moses Signs Up

Vivian Moses, head of Paramount's story department, yesterday signed a new contract. The selection of suitable material from published stories and submitted manuscripts is the duty of Mr. Moses' department.

Warner-Brecher Test Case Decides Names Don't Count

New Eastman Discovery

ROCHESTER—As the prelude to the introduction of what is characterized as the most important photographic development since Edison invented the motion picture, Thomas H. Edison and a group of scientists have been invited to the home of George Eastman to witness the first demonstration of a revolutionary new amateur motion picture process.

SEIDER SAYS PHYSICAL OWNERSHIP ESSENTIAL

Joseph Seider declared yesterday that the New Jersey theatre group mentioned in the Independent Theatre Combination being planned did not mean the group he and George L. Record are representing in Northern New Jersey.

Seider said he was not in the scheme but is continuing to work along the original lines of his group which is seeking banking support of a real ownership of theatres pool, and upon which, definite action will be taken this Fall.

The proposition was not broached (Continued on page 2)

"Hell's Angels"

with Sound

Howard Hughes, head of Caddo Productions announced that "Hell's Angels" will have sound effects and synchronization when it reaches the screen.

Several of the big interior scenes were photographed in color.

Arbitration Board Rules Playing Contract Valid When No Films Named

AFFECTS OTHER CASES

Claims are constantly coming before arbitration boards throughout the country by exhibitors who refuse to go through with contracts because of substituted titles or casts in productions, or in some cases no titles at all.

In an important test case before the N. Y. Film Board of Arbitration this week, a decision was rendered which will have a strong influence on similar cases coming up from time to time.

This was to the effect that where a group of pictures are contracted for before actual release dates have been set and even where the pictures are still in production, or prior to that, a theatre owner must pay or play for the group even if a title of a picture is substituted or perhaps not mentioned in the contract. (Continued on page 2)

B. S. MOSS ENDORSES CONSTRUCTIVE PLAN

B. S. Moss yesterday stated to Exhibitors Daily Review, following publication of its exclusive story of an independent theatre pool in New York, that he has been talking to exhibitors for five years along the same lines and is always interested in anything constructive.

He refused to commit himself definitely regarding his participation in the deal and said that nothing tangible or concrete had yet been done about it.

Loew-Schwartz Deal

May Fall Through

The Loew-A. H. Schwartz deal in Brooklyn and Long Island may fall through. It is understood, through inability to agree on terms. The Schwartz Circuit was to play the M-G-M product this coming year and the operation of the combined houses was to be pooled.

The catch is concerned with the new Publix Theatres in Jamaica and Flushing, in which Schwartz was to be given half of Loew's 50% interest.

According to the latest development, Schwartz found that the overhead in running these two houses would be too prohibitive to result in any profit to his chain and this discovery may hold up the entire deal.

Rounding out Pathe Obligations—Studios and Contract Sold

By JOE BLAIR
West Coast Correspondent

HOLLYWOOD—Ceil B. De Mille who has been considering his future picture affiliations, since concluding his Pathe negotiations and agreed to complete the remaining series of pictures for Pathe release, may today sign a long-term contract to produce independently for Metro. (Continued on page 2)

DAILY REVIEW

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hempstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

PERSONALITIES



M. A. NUNES

Everyone in New England film circles will recognize Nunes for he is not only one of the best known, but one of the most popular exhibitors in that territory. In the game since the age of seventeen, he knows it from many angles.

On May 2, 1897, M. A. was born in London, England coming to this country at the age of six and settling in Boston.

In 1914, he entered the booking department of Universal Film Exchange and stayed there for four years, at which time he joined the Independent Exchange acting in a like capacity. In 1920 Nunes connected with the booking division of New England of the Famous Players Theatre Dept. under Harold B. Franklin and later that same year returned to the independent exchange remaining for three years. Nunes finally and definitely turned to the exhibition end of pictures in 1923 and is now present and manager of the Associated Theatres, Inc. of New Haven, Conn, which operates four theatres in that state.

A jolly good fellow, he is a member of the Masons' the Oddfellows and the Probuss; is married and has one son, Myron.

DeMille Slated for M-G-M May Sign Contract Today

(Continued from page 1)

Goldwyn-Mayer release.

The noted producer was mentioned several times as throwing in his lot with United Artists but this arrangement apparently has fallen through.

Terms of the contract will be made public shortly.

Quality Pictures

Completes 2nd and 3rd

Quality Pictures has completed the shooting of its second picture "The Romance of a Rogue". Anita Stewart plays the female lead.

Quality Distributing Corporation is now working on the third picture, for the season 1928-29, "The Lookout Girl".

Jacqueline Logan is to be starred in this girl supported by Ian Keith. says he can pick out the right cigarette not only blindfolded, but with one hand tied behind his back . . .

Crime Stories Ban Asked by Censors As Influence on Youth

DALLAS—Mrs. Boyce of the Dallas Board of Censors has written letters to all producers requesting them to desist in making films that depict crime, stating that such crime films are disastrous to children.

In her letter Mrs. Boyce explains her unusual request in response to the fact that the local public is vigorously against further exhibition of such films because they are in-

fluencing youth disastrously.

"I realize the producers are making pictures for the taste of national and international audiences but as Dallas is an unusually enthusiastic theatre-going town and is desirous for wholesome entertainment.

"I trust my request will be accepted in the spirit in which it is meant and that it will bear fruit in forthcoming productions."

TEXAS M.P.T.O. GETS 17 NEW MEMBERS IN DRIVE

DALLAS — Seventeen new members have been obtained by the M.P.T.O. of Texas, in a drive now being waged by H. A. Cole, Pres., and W. S. Wald, Business Manager. They are:

J. C. T. Wilburn, Sunset, Ladonia; O. H. Minnis, Dixie; McGregor; Oakes & Walters, Ritz, Valley Mills; M. J. Caraway, Cliftex, Clifton; O. A. Englebrecht, Palace, Georgetown; Jim Tobola, Best, West; M. R. Williams, Texon, Texon; J. S. Wall, Palace, Brady; George Shaw, Lantex, Llano; W. W. McNatt, Lyric, Lometa; Will Pence, Dixie, Goldthwaite; Keeling Bros., Queen Santa Anna; Henry Reeve, Mission, Menard; Majestic, San Saba; L. B. Brown, Regal, Gatesville; H. Taylor, Ritz, San Saba and L. M. Dunlap, Palace, Meridian.

Oklahoma Theatres in Union Battle

(Continued from page 1)

the question of pay, theatre owners being quoted as willing to increase the wage scale of chief and relief operators, but the arguments center around the refusal of the owners to employ the double-worker idea.

Two theatres, the Liberty and Capitol, whose contracts expire on Saturday, with the operators, may be the first to declare an open-shop policy.

Should the new policy go into effect, it is expected that the movement will spread to other cities in the state.

Seider Says Physical Ownership Essential

(Continued from page 1)

to him. "The only way this deal can succeed is through real ownership of the physical properties of all the elements in the scheme," stated Joe.

Melford at FBO

George Melford, director, has started "Sinners in Love" at FBO. The cast consists of Olive Borden, Huntly Gordon, Seena Owen, Ernest Hilliard, Daphne Pollard and Tom McGuree.

It is a sophisticated drama of modern life.

Hy Daab Playright

Hy Daab, advertising manager for FBO in collaboration with Ted Paramount Jr., have written a play called "Ringside". At present it is having a try-out in Detroit and is said to be a sensational success.

KANSAS FILM BOARD TURNS DOWN ZONE PLAN

KANSAS CITY—The M.P.T.O. of Kansas and Western Missouri has presented a resolution to the Film Board of Trade this week against the uniform protection and zoning plan formulated several weeks ago.

Harry Taylor, president of the Board claims the matter of protection is not a Film Board affair but a situation concerning the individual exchanges.

Protection will continue in the same manner it has in the past unless exhibitors and distributors agree on a definite plan.

Warner-Brecher Test Case Decides Names Don't Count

(Continued from page 1)

tract when sold.

Leo Brecher owner of the Plaza Theatre brought a case against Warner Brothers, the decision on which was practically a test of the entire system of Warner Brothers contracts.

Brecher claimed that in the group of 26 Warner Winners he bought, there were a number of pictures described as "To Be Announced", and without any other description to indicate what picture would be delivered in this group of unknown pictures. "The Little Snob" originally called "Rebecca O'Brien" was submitted to Brecher for dates. He refused to play it.

Louis Nizer, representing Warner Brothers contended that although the nature of the particular picture was indefinite, both the exhibitor and the distributor were in agreement on the entire contract and it was therefore valid.

Nizer showed that the price per picture of \$250, agreed upon was definite and the exhibitor must have known what he was buying (the nature of Warner Winners) when he signed the contract; that regardless of the law, because of the peculiarity of this business, no one ever knew beforehand just how good a picture would turn out and that the exhibitor's contract was not for mere pictures with designated titles but a pledge of the Warner stars, directors, resources, etc., to deliver to him a picture and a series of pictures, and that names didn't matter.

The Board decided in favor of Warner Brothers and said the exhibitor was bound by his contract and would have to pay or play the picture. The decision was unanimous. Two members of the I.M.P.E.A. representing the exhibitors sat on the case.



New York:—Al Feinman, exploiter de luxe et cet. says it's tough to do Tex Guinan's publicity as the papers ask for so much it keeps him writing all the time . . . Paul Gulick is not a Scotchman but he's trying to get Artie Stebbins to insure his golf balls . . . Herbert Ebeinstein is trying to get a locker at the Motion Picture Club between those of two of his best paying bridge victims—all for the convenience of settlement . . . Spyros Skouras and his brothers, George and Charlie, took lunch together yesterday at the Astor, and guess which is which . . . J. C. Barstyn, film exporter, sails on the Olympic tonight for a stay of several months in Europe . . . Mattie Radin, of Gotham Pictures, has returned from an extensive selling trip all pepped up with success . . . Charlie Bannmann, one time of the team of Kessel & Baumann, is now in the business of promoting and building golf clubs and going great . . . Jack White was at the Astor yesterday by proxy—his double being there for lunch and being mistaken for the comedy producer by a number of film men . . . Joe Lee, recently back from Detroit, says he knows a woman there who has had her face lifted so often that her Adam's apple is now doing duty as a chin . . . Arthur Cohen, right hand man to the Nathanson's interests in Canada, is visiting New York and taking a look into the sound picture devices . . . J. J. McCarthy is going to leave Broadway flat after all these years, and take up his residence on the coast where he will tell the Fox people how to make road show attractions . . . Pete Woodhull and Mike O'Toole are back from Canada, and report that the climate and other things are great up there . . . Walter Entler is trying to get a sound picture of a JuJu fish calling to its mate to use in his "Curiosities" . . . Tommy Meighan is coming East to spend the hot weather months at his home on Long Island . . . Charlie Einfeld

Injunction Postponed

The injunction proceedings brought by the Independent Motion Picture Exhibitors Association against Metro-Goldwyn-Mayer Corporation to prevent film service to Mayer & Schneider, has been postponed in the Supreme Court until July 26th.

KUNSKY-TRENDLE TO CELEBRATE NEXT WEEK

DETROIT—The Kunsy Chain of Theatres celebrate the 22nd year of the entrance of Kunsy in the show business, with a series of special programs in all the houses, week beginning July 21st.

Kunsy was the first exhibitor in the City of Detroit with his "nickelodeon" on Monroe Avenue.

George W. Trendle, General Manager of the Kunsy Theatres has complete charge of the arrangements for the celebration.

No "Right Way" Prints**Seized in Film Suit**

Lewis B. Alterman, attorney for the Biltmore Pictures Corporation wishes to correct the impression that prints of "The Right Way" a picture over which suits and counter suits have been started, were seized by attorneys representing Benjamin L. Stearns and Portsmouth Film Corp.

On the contrary, no prints were seized and the Biltmore Exchange has sole rights to the picture, according to Alterman. Louis Nizer, attorney for Stearns stated yesterday that a writ of replevin was issued by the court and when the sheriff sent to the Biltmore office to seize the prints, he found they had been transferred elsewhere. Nizer says the issue of ownership will be settled by the courts.

Nebraska-Iowa Facing Most Prosperous Year**Set Release Dates****on "Great Authors"**

The first four two reel short features of the "Great Authors and Authors" series of 12, have received definite release dates on the Paramount whole show program.

"Walls Tell Tales", August 4th; "Two Masters", will be in the Paramount exchanges September 8th; "Twinkling Toes", on October 27th and "The Home Girl", December 1st.

P-F-L Signs Writers

Ernest Culbertson, Lester Cohn, and Harlan Thompson have been signed to long term contracts to write stories for Paramount.

WEISS LEAVING COAST WITH 1928-29 PRODUCT

According to an announcement this week from Weiss Bros., Louis Weiss, vice-president in charge of production, who has been on the Pacific Coast for several months past, supervising the serial and comedy line-up of the company for the coming season, will leave Hollywood early next week on an extended sales tour of the country, before coming to New York.

Weiss will take with him complete prints of the new Artclass ten episode serial, "The Mysterious Airman", by Arthur B. Reeve, and the first two releases in each of the Artclass comedy series, starring Ben Turpin, Snub Pollard and Poodles Hanneford. These last will consist of ten two reel comedies in each series, when completed.

Mariner Directing

Al Mariner is directing a two reeler "The Younger Generation", a comedy drama being made for the N. Y. Edison Company by the Visigraphic Pictures, Inc. Al is shooting in the Manhattan Studios and has engaged Ruth Dwyer for the lead.

Denver Re-Elects

DENVER—All officers and standing committees for the first six-months, were re-elected at the semi-annual election of the Denver Film Board of Trade.

The officers are R. J. Garland, Pres.; S. D. Weisbaum, V. P.; and D. W. Dunbar, Secy. and treasurer.

Recording Schubert

"Schubert's Inspiration", the second subject in James A. FitzPatrick's "Schubert Series", which Paramount recently acquired for sound picture release is being recorded this week by the Paramount Theatre orchestra at the Victor studios in Camden, N. J., with Nathaniel Finston supervising.

THE JURY SITS

CONCEIT often makes us think our publication is really better than it is, but when a jury of competent men make a decision it is most likely true.

TODAY'S JURY—

Woodward Theatre Co., Detroit, Mich

Dennison Square Theatre, Cleveland, Ohio

Empress Theatre, Brooklyn, N. Y.

Lincoln Park Theatre, Lincoln Park, Mich.

M. J. Banks, Lincoln Theatre, Cleveland, Ohio

Rivoli Theatre, Toledo, Ohio

J. C. Wodetsky, Oriental Theatre, Detroit, Mich.

Superior Theatre, Cleveland, Ohio

Chas. P. Cohen, Fox's Washington Theatre, Detroit, Mich.

Exhibitors DAILY REVIEW

45 West 45th Street

New York

Where to Dine and Dance
on Long Island

PANCHARD

ON MERRICK ROAD

MASSAPEQUA

29 Miles from Queensboro Bridge
No cover charge except Saturday night

Sunday dinner a specialty

Exhibitors Sound Signal Full Speed Ahead—Crops Astonishing

OMAHA—Encouraging signs are reaching Nebraska and Iowa theatre owners of a prosperous year ahead for the people in the state. The first Nebraska wheat has reached Omaha and an estimated harvest of 50 million to 60 million bushels is expected.

Corn, alfalfa and other crops are also up to standard and the wheat harvest means the annual speeding up of business. Potatoes and truck farming, as well as cattle, sheep and hogs spell good profits this year and 1928-29 is expected to be the banner year in this territory.

Prosperity dissolves all problems, says the "Movie Age" of Omaha and the "jinx" of a Presidential year will mean no more to business in this state than in any other year.

Exhibitors in numerous localities are using the straw ballot scheme on the coming election, as a lobby exploitation stunt.

MENJOU AT P-F-L ANOTHER YEAR

Only Make Two Pictures a Year

By JOE BLAIR

West Coast Representative
Adolphe Menjou has three more pictures to make for Paramount and accordingly will be with this organization at least another year. He denies ever having a business talk with First National or any other company, and will not until the completion of his contract.

Menjou started with P-F-L in 1923 and at the time signed a five year contract.

It is his intention of making only two pictures a year in the future.

FBO have signed Noah Beery and Tom Moore for two pictures. Marshall Neilan will direct the first Tom Moore picture "His Last Haul" based on a story by Louis Sarecky, to be followed by "The Yellowback", director yet to be chosen.

Noah Beery's first vehicle will be "The Red Sword", a story laid in Russia with Beery portraying the leader of the Czar's troops. George Melford will direct. His next picture will be known as the "Love in the Desert".

AMPA PROTESTS ATTACK

(Continued from page 1)

asking for definite constructive criticisms.

The Herald believes that the publicity man of today has degenerated into some sort of an office executive and that the industry is not being properly publicized.

The AMPA nominating committee was to name its choice for president, which Gallup declined, but Charles W. Burrell of Western Electric was named by Gallup as the man who should succeed to the presidency.

Burrell also declined, due to the press of duties in his organization and the nominating committee will have until August 15th to place other names before the organization.

Olcott Returning

Sidney Olcott, the director, is returning to Hollywood after having spent over a year in England making pictures for the British Lion Company.

Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

FOR SALE

LECTURE FILMS, SLIDES, MACHINES, bargains. Box 24, Exhibitors DAILY REVIEW.

HELP WANTED

THEATRE MANAGER FOR HIGH class house, vaudeville and pictures; must have experience. State salary expected. Must be capable of handling theatre with large stage; best references required. Box 75, Exhibitors DAILY REVIEW.

BUSINESS OPPORTUNITIES

WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

FBO Signs Beery and Moore

Government After

Film Players Tax

Failure to pay the tax on theatre box and other amusement sources is charged against more than 20 film notables and business men in "sales tax" liens filed by Internal Revenue Collector Galen Welch.

Among those listed and the amounts said due are: C. C. Julian, \$301.88; Mae Murray, \$362.75; Millard Webb, \$120.75; Lilyan Tashman, \$120.75; Edmund Lowe, \$120.75; Edward H. Hayden, \$241.50; Huntley Gordon, \$120.75; Francis Ford, \$30.19; Dorothy Devore, \$120.75; William Desmond, \$120.75; Francis X. Bushman, \$120.75; and Ward Crane, \$120.75.

Sidney in Germany

Scott Sidney, director, recently with Christie and DeMille, is in Germany making comedies for UFA.

Goudal in Court

The suit charging Jetta Goudal, film actress, with failure to pay a bill of \$91.65 assertedly due Melbourne Spurr has been set for August 23 in Judge Myron Westover's court.

Christie Signs Chorus

The chorus girls from "Good News", now playing at the Mayan Theatre in Los Angeles are "dragging" in their best "Varsity" manner in one of the "Confessions of a Chorus Girl" pictures which Christie is filming for Paramount. Bill Holland is directing the girls with Frances Lee, Billy Engle, Eddie Clayton and the other principals in the backstage comedy romance.

Rough Sea's

The "Singapore Mutiny" FBO company are on location in the Pacific on a chartered ship and are experiencing some very rough weather, so rough in fact, they have been compelled to rush to their base, Catalina Island on several occasions. Ralph Ince directing and playing the lead.

Camera Filter Saves Sets

The stage device of changing a setting by substituting one color of lighting for another is now being utilized with success by motion pictures.

It was accomplished by colored camera filters in the filming of First National's picture featuring Alice White, "Show Girl," which Alfred Santell is directing.

A cubistic motif in the decoration of a night club which figures in the picture is, by this method, changed automatically into a woodland scene, effecting a great saving in time and money. The transformation in no way lessens the effectiveness of the original scene as the second scene is invisible until the lights are changed.

STUDIO GOSSIP

By JOE BLAIR

It is most evident that the majority of producers seem to think more of Leila Hyams than do Warner Bros. who have her under contract. Leila is continually being borrowed for very important parts, but while working at the Warner plant, she receives poor assignments. M-G-M have borrowed her for the lead opposite William Haines in "Alias Jimmy Valentine".

Charlie Furchman of Paramount has the laugh on someone. This someone lifted a bottle which was supposed to have contained creme de mint, from his car, but in reality, it contained photographic developer, which or course, is deadly poison.

Ralph Ince, the FBO director, continues to act, direct and what not, in a forthcoming FBO production "Singapore Mutiny". Estelle Taylor has the lead.

Joe Pasternik started in motion pictures as a waiter in the restaurant in the Long Island Paramount studios, but since then, he has studied up on all the whys and wherefores, together with a thorough schooling in picture wise-cracks to the extent that Joe is on the road to something big. He is liked very much at Universal City.

Bebe Daniels returned to work Friday at the Paramount studios. Her new picture is "Take Me Home".

M-G-M will use Movietone in recording the several thrilling scenes in the murder mystery "The Trial of Mary Dugan".

Jetta Goudal now seems willing to play character parts instead of starrng. As such (character leads), there is none better. Her latest assignment is a D. W. Griffith forthcoming production "The Love Song".

Tom Ricketts, character actor, has been added to the cast of "Interference", now in production at the Paramount studios.

Fannie Brice is very enthusiastic about motion pictures and no doubt will remain on the coast for some time.

Fatty Arbuckle having purchased The Plantation Cafe in Culver City, will act as his own Master of Ceremonies in this popular night-club.

Adrienne Doray and Estelle Bradley, "Miss Los Angeles" and "Miss Atlanta" in last year's Atlantic City Beauty Contest, have been engaged by Jack White Comedies.

Myrna Loy has been resigned by Warner Bros. for a long period.

Lya De Putti is authority for the statement that she is soon going to undergo an operation on her nose. It will be Americanized.

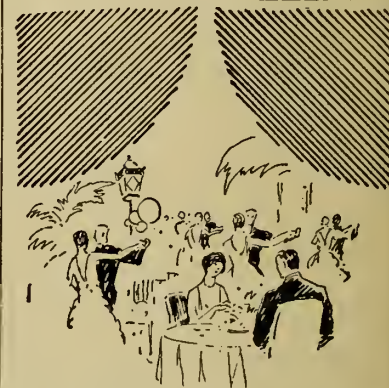
Navy to Cooperate on

"Dirigible" Filming

According to word received today from Paramount's West Coast studios, Secretary of the Navy Curtis D. Wilbur has promised complete cooperation on the part of the Navy Department in making "Dirigible", Paramount's forthcoming air special based on the exploits of lighter-than-air craft.

Fairbanks at M-G-M

Douglas Fairbanks, Jr., has been signed by M-G-M for the feature male role in the new Garbo film "A Woman of Affairs". This is the film version of "The Green Hat" which Will Hayes originally banned.



WHERE TO DINE AND DANCE ON LONG ISLAND

BOB FALLON'S ORCHESTRA AND ENTERTAINERS

Chicken, Duck, Lobster, and Shore Dinners - also a la carte. My, what food! No cover charge except Saturday night - Sunday dinner a specialty.

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29 miles from Queensboro Bridge

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 17

New York, Saturday, July 21, 1928

FIVE CENTS

OBSERVATIONS

Intensity

Intensity is the greatest single factor in salesmanship. To be intensive is to be diligent, to have purpose and these qualities are the answer for high-power selling.

Salesman

The most intensive salesman we have ever encountered is James R. Grainger. "Jimmie" is anxiously diligent, he has purpose, he has aim. He is ever on the move. Never fully dependent on his branch manager or their salesmen he goes out and makes the deals himself. And makes plenty.

92%

Grainger, with his organization, is already set in 92% of the key centers with the full Fox program. We think that remarkable for this time of the year. We think it's a record and as such should be recorded. Fox is making good pictures and Jimmie, with the help of the production department and his sales organization, is hitting spots (Publix and Balaban & Katz) that have never been touched before.

Here is the boquet Jimmie, take a sniff.

C. B.

We have been informed by our coast representative that Cecil B. DeMille and M-G-M have agreed on terms that will provide for the moving of C. B. and his megaphone over to the Metro-Goldwyn-Mayer lot. We would like to see a picture directed by C. B. with LaGarbo as the star. Boys that would be a combination hard to beat, but probably a hard one (in point of expense) for M-G-M to swallow. However Mr. Mayer, you have suggestion Number 1.

Lack of Interest

One coast producer gave as his reason for the mad rush to talking pictures" on the part of all production heads, "the public's growing lack of interest in the silent drama". And if you listen to us, the reason for this lack of interest is due to the producers themselves in making and permitting to be made pictures of inferior quality. There was not lack of interest in "Seventh Heaven", "What Price Glory", "The Big Parade", "The Last Command" and many others. Come on, Mr. Producer, 'fess up, it's all your fault.

WILKERSON

Gov't. Arbitration Suit Answered by Film Boards

Talking Pictures More Silent Than Ever Now

From Paramount Publicity Dept.—The sound films have brought another revolution which has overthrown the director's megaphone. Now its an electric-tipped baton which Monta Bell will wave at the actors over at the Paramount L. I. Studio.

Directors must keep silent in producing sound pictures, which will be an awful handicap to most. But Monta will now work off his nervous energy by waving the rhythmic stick, in deaf and dumb language.

3 ASSOCIATIONS TO FIGHT TALKIE MENACE

J. W. Weber, Pres. of the Federation of musicians has been conferring with the Actors Equity Association and the Associated Actors and Artists of America, on the problem of the musician and the talking films.

Cooperative action by the three organizations may be taken to combat the "menace" to the musicians, whose presence in motion picture orchestras is made unnecessary, by the "talkies".

In his statement to the Times yesterday, Weber said: "The movie business has already to an extent, destroyed what was formerly described as 'refined vaudeville' and has (Continued on page 2)

P-F-L AFRICAN FILM

Schoedsack-Cooper Cutting Picture on W. C. Lot

Whether for publicity purposes or what, the fact that Ernest Schoedsack and Merian Cooper, have been given a cutting room in a remote corner of the Paramount lot in which to cut the results of their three months work in Africa, it is causing a lot of talk, particularly on the part of the gang around Paramount, and that means the whole industry is talking.

Botsford Returning

A. M. Botsford, head of the Publix publicity department, will return to New York by the end of this week from South Bend, Ind., where he prepared the advance publicity ballyhoo for the new Publix house, The Colfax Theatre, which is to open on Aug. 4th.

CHASE-HUDSON BILL ANALYSIS IN AUG.

An analysis in layman's language of the purport and possible effect of the Canon Chase-Hudson bill, latest of the legislative proposals to inject government bureaucracy into the motion picture business, is being prepared and will be ready for the trade press, the Film Boards of Trade and others interested, in about two weeks, C. C. Pettijohn, general counsel for the Film Boards of Trade, announced yesterday.

"The policy of the industry," Mr. Pettijohn said, "is to meet such attempts at destroying the business by the simple process of getting before the legislative authorities, in open committee, the true facts in regard to our present operation and what (Continued on page 2)

UFA's Greatest Film

"Looping the Loop"

LONDON—Wardour Films has secured what is termed the greatest UFA picture ever made for distribution. It is entitled "Looping the Loop" Arthur Robison directed and Werner Kraus and Warwick Ward well known in England and America are in the cast.

"Lost in the Arctic"

at Gaiety July 25

"Little in the Arctic", will open at the Gaiety Theatre Wednesday evening, July 25th, Fox Film Corporation announces, succeeding "Fazil", with Charles Farrell and Greta Nissen.

This production is a record of an Arctic expedition by Sidney Snow, explorer and cinematographer, who with his father, the late H. A. Snow, made some of the earliest films of big game hunting in Africa.

"The Pagan" for Ramon

Edmund Goulding the director, and until recently with M-G-M has been signed to do the next Ramon Navarro picture "The Pagan". This is to follow Navarro's present vehicle "Gold Braid".

Mantell to Coast

Otto B. Mantell, former branch manager for United Artists in Geneva, Switzerland, has been appointed Eastern Business Representative for Mary Pickford.

Mantell will leave today for Hollywood to confer with Miss Pickford.

Pettijohn, Hess and Special Counsel Defend Credit Committee Methods

The U. S. Federal government Sherman Anti-Trust suit filed on April 27 against the Motion Picture Producers and Distributors of America Inc; Ten leading motion picture producing companies and 32 Film Boards of Trades, was answered by the Credit Committees of the Film Boards, yesterday, by Cadwalader, Wickersham and Taft and Gabriel L. Hess and Charles C. Pettijohn.

In effect the answer strongly sets forth as an illustration, 3,950 theatres changed hands in 1927, involving outstanding uncompleted contracts with distributors, totaling \$8,081,000. That, further, these uncompleted contracts are caused by the new buyers refusing to play out the old schedule of pictures and credit adjustments must be newly made.

"When a distributor signs a con- (Continued on page 2)

TIFFANY-STAHl STAFF IN BIG CONFERENCES

The gathering of the clan is going on at Tiffany-Stahl this week. L. A. Young, President, Edward J. Smith, V. P. and Gen. Mgr. and G. L. Cook, secretary and treasurer of the company are conducting a series of daily conferences but no plans are being announced.

All of the important branch managers have called in to New York to attend the conferences.

"South Sea Sagas"

The first Grantland Rice Sports-light made for the Van Buren Enterprises, Pathe Release, has been booked into the Rialto Theatre, N. Y. starting today. It is titled "South Sea Sagas."

Broadway's Latest

Broadway's newest 'gag' is a peep show at 55th-56th street which charges 25c admission to see the secrets of motion picture "trickery" exposed.

The ballyhoo window contains samples of trick railroad ties, wrenches, mallets, bricks, etc., made of Balsa wood and rubber; plaster bottles, wood-iron doors, imitation marble floors, etc., and the art of miniature work.

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

W. R. WILKERSON, Publisher and Editor

Abraham Bernstein, Managing Editor; Herman I. Schleier, Business Manager; B. F. Livingston, Circulation Manager.

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hempstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York: — Charlie Moses the millionaire Staten Island theatre owner, gave Broadway a sartorial treat yesterday, and nothing much happened . . . Charlie McCarthy, high gun of Paramount's publicity department, lives in New Jersey and doesn't deny it . . . E. W. Hammons, who returned Wednesday from Europe, is ill with neuritis and will not be at his office for several days . . . Ted Lewis, who will make a Vitagraph picture on his return, sailed last night on the Isle de France for a study of jazz as they are trying to do it in Europe . . . Nick, at the Astor, speaking of the Tunney-Heuey soiree, expressed the opinion that Tex Rickard would lose the fight with a wallop in the box office . . . Scott Sidney, Christie director, who died Thursday near London had many friends among the New York film men . . . Will Rogers is due today from the West coast by airplane and will likely star in a few news reels on his arrival . . . Marty Schwartz says the only secret society he ever belonged to was his college fraternity, the I Tappa Keg . . . Vivian Moses, says advices from the coast, has signed a new contract with Paramount, so we won't have him back with us soon . . . Jack Story has joined the sales forces of Vitaphone, which shows that Vitaphone knows good men and goes after them . . . J. V. Richey, once prominent in the film industry, is now a prosperous realtor . . . Harry Levey, another former film man, is also in the real estate business with a big development near Babylon, L. I. . . Nat Rothstein says he doesn't like to see his name in the papers so we are putting it in here just to be mean and get our old college chum all peeved up . . .

French Censors Pass P-F-L "Last Command"

PARIS—"The Last Command" Paramount production which was originally barred by the Commission Superieure du Cinema of France as a censorship proceeding, has been reconsidered and accepted for permit.

"Beau Sabreur" sequel to "Beau Geste" which was barred last year, is still being considered and has been refused a license in the meantime.

Picture Tone Formed

A new talking picture producing company has entered the ranks. It is the Picture Tone company, formed in Manhattan Thursday, with a capital of 7,500 shares of common stock.

NEW PICTURES SCARCE FOR BWAY NEXT WEEK

Whether it is because of the good pictures or because of a shortage of good ones, only three new pictures will be playing in Broadway film houses next week.

Ramon Novarro in "Forbidden Hours" will be at the Capitol as well as Hal Roach's new comedy "Their Purple Moment". Bebe Daniels is expected at the Paramount in "Hot News". A new sound feature will be Edgar Guest's "Song of the Builder".

Eddie Gribbon in "United States Smith" will be at the Hippodrome Monday. The Cameo will have an arctic seal hunting picture as well as an African hunting picture.

Holdovers include "Lights of New York" at the Strand; "Street Angel" at the Roxy; "Warming Up" at the Rivoli; "The Racket" at the Rialto; "The Lion and the Mouse" at the Warner and "Wings" at the Critterion.

Gov't. Arbitration Suit Answered by Film Boards

(Continued from page 1)
tract with an exhibitor," says the answer, "for pictures which are to be delivered in the future the distributor in fact advances a form of credit to the exhibitor, because after the contract is executed the distributor is prevented from contracting with a neighboring or competing theatre for the same run of the same pictures.

He is precluded by the terms of the contract from doing so. During the life of the contract the distributor agrees to give the exhibitor 'protection' for the period specified in the contract against the exhibition of any of the photoplays named in the contract at theatres in the immediate neighborhood or vicinity of exhibitor's theatre.

If the exhibitor later repudiates the contract the distributor will not be able to replace the pictures in that vicinity for the reason that the competing theatres will be completely booked with other pictures. Therefore the total amount of rental involved in the average contract for 20 to 60 pictures which represents the entire earning power in that particular neighborhood of all the pictures named in the contract, is a form of credit which the distributor has given the exhibitor and the distributor acts in reliance on that credit.

"As nearly all contracts are concluded in the spring or early summer of each year and cover pictures to be released at regular intervals during the year beginning the following fall, there are comparatively few cases of the transfer of a theatre

First Garnett-Pathe Production Goes Over

Tay Garnett has landed on both feet with his new megaphone. Pathe officials who have seen his first directorial assignment, "Celebrity" are extremely enthused and are looking forward to his next picture, "The Spieler" which will feature Jacqueline Logan and Alan Hale.

Tay was supposed to have directed Bill Boyd in "The Flying Fool", but this has been temporarily postponed due to Boyd's present engagement in the Griffith picture, "The Love Song".

Parkway to Get W.C.

Presentation Acts

Jeff Lazarus, publicity director for the West Coast Theatres, Inc., announces that the Fanchon and Marco's stage presentations will be a feature at the opening of the Parkway Theatre, which is soon to take place in Butte, Mont.

These presentation acts will have as many as sixty people and will be brought direct from San Francisco, Portland and Los Angeles.

3 Associations to Fight Talkie Menace

(Continued from page 1)
practically driven the roadshow to the wall. Now it would substitute photographs of vaudeville acts and talking screen drama for the originals. If they succeed in this, why may not even Broadway be greatly deprived of legitimate drama?"

in which there are not outstanding uncompleted contracts at the time of the change in the ownership of the theatre.

The answer is emphatic in regard to the purposes of the Credit Committees.

"In the course of each year there are numerous transfers of theatres made for the purpose of avoiding existing contracts. An improvident or unscrupulous exhibitor finds he has signed contracts for more pictures than he has available play dates in the season within which to show them; or decides that there are other pictures more desirable than those he has contracted for. Instead of negotiating an honest settlement or adjustment of his contracts he sells or transfers the theatre to a revelation or dummy who notifies the distributors that he has acquired the theatre and thereupon solicits new contracts for pictures in total disregard of the existing obligations of the real owner of the theatre.

"With the transfer of his theatre the previous owner or operator loses the capacity to complete the performance of his existing uncompleted contracts with distributors for the reason that each contract calls for exhibition at the theatre which he has transferred and as he is no longer the operator of that theatre he no longer has the authority to say what pictures shall be exhibited there. The contract does not permit the exhibition to take place at any other theatre than that specified in the contract.

"Failure of the exhibitor to make a condition precedent to the change of ownership that the new owner, lessor or operator shall assume his uncompleted contracts results in a total loss on such contracts to the distributors in many cases.

Committee system gives full protection. The answer declares that the Credit Committee to all responsible and honest exhibitors.

"Defendant distributors at all times," respondent companies say, "have been and are ready to complete existing uncompleted contracts entered into with the previous owner of a theatre and to deliver pictures under such contracts to the new owner or operator without demanding of the latter that he deposit security under such contracts or any of them."

STUDIO GOSSIP

By JOE BLAIR

I wonder if you would be interested in knowing who is going with whom? All right, here it is—

Chaplin is rushing Lupe Velez . . . Ben Lyon is showing Ruth Elder the sights of Hollywood . . . Marshall Neillan and Patricia Caron seem to be great pals . . . Walter Bryon, the new Garbo leading man, is rushing Alice White.

Mark one down for Earl Foxe. He has put up four medals for swimming prizes in events ranging from 25 to 5,000 yards for the Urban Military Summer Camp at Lake Elsinore.

Ramon Novarro's new picture after "Gold Braid" will be one temporarily titled, "The Pagan".

Katherine Albert formerly publicity writer on the staff of Metro-Goldwyn-Mayer, has been engaged by Mark Larkin to write for the Quirk publications, which include Photoplay, Smart Set, McClure's and Opportunity.

For some reason or other Mae Murray always finds herself in hot water. After winning a recent suit with reference to buying of a house, she has now started a suit for the payment of a note of \$2,558. We think Mae gets a great kick out of these legal tangles.

Pauline Starke and House Peters have been chosen for the star roles in the first feature length picture to be made by Technicolor, "The Thrall of Leif, the Lucky". Jack Cunningham is writing the continuity and adaptation.

Sam Rork, First National producer, who has been laid up for the past three months suffering from arthritis, is improving to such an extent that he will be at his desk again in about three or four weeks.

It is whispered around that the title of the next Norma Talmadge production will be "My Woman". Added scenes on "The Woman Disputed" are being taken now at the United Artists studio.

Paul Lukas has been signed for a heavy role with Richard Arlen and Nancy Carroll in the first of a series of Paramount pictures which will co-feature the young players.

The temporary offices of Back Jones Productions have been moved from the Universal studios to the new Cherokee Building. Jones and his business manager, Donn McElwaine, leave in a few days for New York.

Davis Editor-in-Chief

Owen Davis has been appointed editor-in-chief of Paramount's Long Island studio on the production of sound films. The announcement was made by Monta Bell.

Chase-Hudson Bill

Analysis in Aug.

(Continued from page 1)
would happen under the various panaceas proposed.

"We will continue to prepare and release, well in advance of the time for action, analyses in plain English of the effects of all important legislative proposals."

W. RAY JOHNSTON *is pleased to announce*
MISS VERA REYNOLDS

(BY COURTESY OF DEMILLE PICTURES)

As the Star of

"THE DIVINE SINNER"

The first of "RAYART'S BOX-OFFICE TWENTY"

for 1928-29



VERA REYNOLDS

A TREM CARR BLUE-RIBBON PRODUCTION
For RAYART PICTURES

STORY BY ROBERT ANTHONY DILLON = DIRECTED BY SCOTT PEMBROKE

RAYART PICTURES CORPORATION

SEVEN TWENTY THREE SEVENTH AVENUE - NEW YORK

Foreign Distributors

RICHMOUNT PICTURES

PICTURE REVIEWS

"WARMING UP"

Paramount
Directed by Fred Newmeyer
Featuring Richard Dix,
Jean Arthur, Philo McCollough,
Roscoe Karns.

Banners outside of the Paramount herald the fact that "Warming Up" is Paramount's first "talkie". If this is any example of what we might expect in the future, our advice to Paramount is to stick to the silent drama. "Warming Up" is a good reason for not using sound in pictures for whatever quality it might have had (and that was very little) was taken away by an insane desire on the part of Paramount, after the picture was completed, to inject talk, effects and music. All are horribly done.

The picture, without the talk and synchronization is just a fair program attraction. Nothing unusual in direction, acting or camera work.

"POWER"

UFA
Directed by Arthur Weine
Featuring Emil Jannings,
Hannah Ralph.

The name of Jannings is the picture's only point of vantage, and to show this where star is popular would undoubtedly kill said popularity.

Once more Germany sends us one of her old pictures and one which can't even boast of unusual camera work. Certainly the direction, acting, lighting and continuity are all considerably below par. The theme is entirely symbolistic and worst of all with the dawn came a strong flash of a great moral—that work and happiness are after all found far greater than power and wealth. A good word should be printed for the shots of the machine which Jannings dreams he has invented, a machine solving perpetual motion and thus giving him power over all the earth. Will please neither the capitalists nor the socialists.

"LADIES OF THE NIGHT CLUB"

Tiffany-Stahl
Directed by George Archainbaud
Featuring Ricardo Cortez,
Barbara Leonard, Lee Moran,
Douglas Gerrard, Cissy Fitzgerald.

A money-maker. Sure to click out of the first-run houses. Story of the clown-with-the-breaking-heart variety, but well treated.

While the plot has been done over and over again, the picture never palls. The clown is not one in costume, but is the male member of a double act in a night club, which role Lee Moran plays with sincerity. The rich boy who gets Dimples, the other member of the team, is Ricardo Cortez who hasn't much to do, but is always a knock-out with the ladies. That good old-timer, Cissy Fitzgerald goes a la Texas Guinan and gets a hand. Director Archainbaud digresses little from the script and makes an appeal through the simplicity of the theme. Subtitles are new and good and evoke laughs.

"TELLING THE WORLD"

Metro-Goldwyn-Mayer
Directed by Sam Wood
Featuring William Haines,
Anita Page, Eileen Percy, Frank Currier, Polly Moran, Bert Roach, William Mong, Mathew Betz.

One of Haines' breezy comedies. Certain to evoke almost continuous laughter from any type of audience.

Having become renowned for his smart-alecky ways more than anything else, William Haines again reverts to type in "Telling the World" and gets away with an awful lot as a newspaper reporter. But he's likeable nevertheless. And then, in this picture he has something he never had before—Anita Page as his leading lady, and she goes down as a sure comer. Haines-Page team is excellent. In this flicker there is action aplenty with the scope covering many foreign ports; there is love interest; good gags, and above all, right smart titles.

"KING OF KINGS"

Synchronized with Photophone
Pathe-DeMille
Directed by Cecil B. DeMille
Featuring H. B. Warner
Jacqueline Logan, Rudolph and Joseph Schildkraut.

Spectacular dramatization of Biblical theme, originally rereleased as straight road-show attraction and now synchronized with special music score and sound effects by RCA Photophone for general release. First-rate symphony orchestra for the little exhibitors.

A beautiful and moving piece of production work that brings to life the story of Jesus, at the time of the Crucifixion, the Resurrection and Ascension. Chiefly notable heretofore through the thrilling work of H. B. Warner and the direction of DeMille, the synchronized effects make the production most impressive in the portions in which the voices of the mob are heard and in the sounds of the terrific earthquake and thunder storm at the Cross.

"THE HOUSE OF SCANDAL"

Tiffany-Stahl
Directed by King Baggot
Featuring Dorothy Sebastian,
Pat O'Malley, Harry Murray,
Gino Corrado, Ida Darling, Lee Shumway, Jack Singleton, Lydia Knott.

Crook comedy-drama. Good production, but misses fire because story falls flat.

Weak ending on this film leaves flat taste in the mouth and spoils an otherwise good picture. The green Irishman who comes to this country and on the quiet slips into a cop's uniform belonging to his brother, is the cause of many humorous situations which make the fun fast and furious in the beginning, and even this turns into convincing drama for the majority of footage. Dorothy Sebastian as the female lead gives a very nice performance and both Pat O'Malley and Harry Murray help a lot. Also King Baggot has wielded the megaphone a wise eye always on the box-office.

CONCENSUS OF OPINION

By Blanche F. Livingston

There certainly was a dearth of new pictures this week. Undoubtedly the theatre managers realized that most Broadway movie goers during the summer months are out-of-town-ers, to whom these hold-over pictures seem as new as previews.

There's a breeze about M-G-M's "Telling the World" which doesn't come from the Capitol's cooling system. It's watted from the picture itself; from William Haines and his wise-cracks; and from Anita Page, a swell new-comer. Try this on your program if you need to build summer patronage.

Neither flesh, fish nor fowl, "Warming Up" came to the Paramount this week and is one of the best answers yet to what sound promiscuously injected can do to a mediocre picture. That was one of Paramount's gravest mistakes and there is no reason why exhibitors should pay for it.

Again a Laugh-Clown-Laugh story is on exhibit. "Ladies of the Night Club" at the Hippodrome. And done by Tiffany-Stahl. True, it's only been made for the third and fourth rate houses, but so neatly has it been produced that it ought to make a lot of jack for these exhibitors.

What the New York Critics Think

"TELLING THE WORLD"

World: "... funny enough to keep an audience laughing for an hour and a half."

N. Y. American: "... is called an 'epic of the wire service'... is all this and more—much more."

Times: "... unfortunately it is not very amusing."

Sun: "... the film cannot be numbered as one of his (Haines) best efforts."

"WARMING UP"

Eve. World: "... welded together expertly for the most part... one of the best pictures Richard Dix has put out in months."

Telegraph: "... in addition to being the most thrilling sort of entertainment, it is ace-high demonstration of how sound can be effective."

N. Y. American: "... aside from the story... there is a whimsical love theme, much action and excellent direction."

Post: "... result is a confused medley, which sounds for all the world like a group of stage hands at work and play behind the scenes... Aside from its noise-making apparatus, "Warming Up" is an ordinary baseball comedy."

Sun: "... What is thrilling, however, are the crowd noises during the game... is an ordinary little baseball yarn."

"LADIES OF THE NIGHT CLUB"

Telegraph: "... virtually another version of the popular Pagliacci theme, and not a very good one at that... should make this good box-office for the small towns."

Times: "... is a symposium of typical movieisms, none of them very well done."

Sun: "... Little slices of 'Excess Baggage' and 'Burlesque' to say nothing of 'Broadway'... give it that fresh and fragrant air that so permeates all direct imitations."

Eve. World: "... rehash of every vaudeville backstage picture ever made... the thing is stereotyped."

Sound Featurettes

"THE DEATH SHIP"

Vitaphone-Warner Bros.
Featuring Mitchell Lewis,
Jason Robards, Elizabeth Page.

Thumbs down on this dramatic playlet.

The howling storm that is exhibited with the exterior shots of the ship seems suddenly to subside for interior scenes, even while the cabin door remains open. The captain, a mate and a girl are evidently the only three left on board and the men play cards for the loser's life. However, the captain takes his own when he discovers the girl really loves the younger man. Story unconvincing and words do not help. Lewis is natural but supports seem over conscious of the microphone.

"GUS ARNHEIM and HIS AMBASSADORS"

Vitaphone-Warner Bros.
Good jazz band number.
Gus Arnheim introduces himself and his orchestra. Allows many members to do solos and certainly gets the most out of the whole troupe. Selections could have been a bit more startling. "I Ain't Got Nobody", "If I Can't Have You", "Mighty Lak a Rose".

"THE NOTRE DAME GLEE CLUB"

Vitaphone-Warner Bros.
Principally effective in college towns.
The famous choral society from Indiana evidently makes its initial screen bow. Four more or less collegiate songs are well rendered, but should have been toned down at times by the mechanical end.

"THE SONG A MINUTE GIRL"

Vitaphone-Warner Bros.
Featuring Winnie Lightner

A winner on any program.

Winnie Lightner possesses that valuable something of knowing how to put her song across, and boy, she certainly does her stuff with a vengeance. "Heaven Help a Sailor on a Night Like This", "Raise Myself a Papa" and "We Love It" are the three peppy and original numbers she herein offers. She is an old hand at musical comedy and gestures appropriately. Too bad, of course, that Vitaphone lisp still persists to pursue us.

Fox Theatres Increase String to 285 by Poli Addition

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 18

New York, Monday, July 23, 1928

FIVE CENTS

OBSERVATIONS

Sentiment

There is little sentiment in any business, less in motion pictures. Rivalry too intense, competition too keen. But there is always an exception and even in this industry this is true. The case we have in mind is sentiment, not for an organization nor for a cause, but for a person who, through his years of upward plugging and fair play, has become a personage—a dearly loved one.

Laemmle

He is often referred to as "the little Napoleon", "the mighty atom", "the Patrick Henry of motion pictures" and hundreds of others, but to us the name of "Uncle Carl" is better fitted to Carl Laemmle than all the rest. In this industry his name is written in mighty letters on the first page of its history; to the public the name of Laemmle stands for a brand of pictures which during the past few years have risen to a place in the sun with the best.

The Star

He is the production head, the sales head, the financial leader and the star of all Universal attractions. His name means more to a production than the combination of everything that goes into the making of it. His name stands for independence, fair-play and good sensible product. He has been and always will be, the exhibitors' friend. At one time he delt off fifty One Thousand Dollar bills to assist their cause. And it was not with a blare of trumpets, it was not with the air of one offering a bribe; it was an honest assistance and only recognized as such.

Exhibitor

The attitude of the exhibitor is a glowing compliment to "Uncle Carl". We venture the guess that more theatres are running some part of the Universal program than that of any other organization. Laemmle is the star, he is the attraction. The pictures are sold before the salesman enters the theatre. All he has to do is "sell price, not the product".

No Wrong

At one time we were in the employ of "Uncle Carl". We were in contact with him quite a bit. We said then and say now, Carl Laemmle has never knowingly committed a wrong. He is always ready to assist any cause or any person. He is your
(Continued on page 2)

FOX BUYS POLI CIRCUIT PAPERS READY TO SIGN

Pathe May Avoid Showing Deficit on Books by Stock Reduction

The Pathe Exchange, Inc., will hold a special meeting of stockholders today for the purpose of authorizing reduction in the stated value of Class "A" preference stock and common stock on the balance sheet, to \$1 a share. Stock has been carried at a stated value of \$3,743,935.

Pursuant to recommendation made in the annual report a special reserve of \$3,000,000 has been set up against advances to outside producers, inventories and other contingencies.

It has therefore been deemed advisable to reduce stated value of the capital stock in order to avoid showing a balance sheet deficit. Capital consists of 251,753 Class A and 705,876 shares common, both no par.

MOSS POOL CONFAB

Heavy Conferences Ironing Out Theatre Merger

Heavy conferences were held all day Friday by B. S. Moss and representatives of the T.O.C.C. and I.M.P.E.A. on the proposed pool of 150 independent theatre owners of New York and Northern New Jersey, which plan was exclusively reported under way by Exhibitors Daily Review last week.

The details of the combination are
(Continued on page 4)

License 9 Television

Broadcast Stations

The U. S. Radio Commission has issued licences to two stations for television broadcasting and construction permits for 7 others to operate when completed.

The operating licenses were for the Jenkins Laboratory at Washington and J. Smith Dodge of Lexington, Mass. The other permits were for television operation by Westinghouse; Robert B. Parrish of Los Angeles; H. E. Smith, Beacon, N.Y.; Radio Corporation of America in N.Y., and others not so well known.

"White Shadows" July 31

"White Shadows in the South Seas," the first Metro-Goldwyn-Mayer picture with sound effects and synchronized score, will have its premiere at the Astor Theatre on Tuesday evening, July 31.

During the past four weeks studio executives, in association with Movietone and Vitaphone representatives, have been working at the Victor Recording Laboratory in Camden, N. J., on the synchronized score.

PARAMOUNT CREATES 9 SOUND EXCHANGES

In order to expedite sound picture service Paramount will establish a sound picture exchange in 9 cities in this country strategically located.

These sound picture exchanges will be located in Boston, serving Boston, New Haven and Maine; New York, serving New York, Brooklyn, New Jersey, Albany and Buffalo; Philadelphia, serving Philadelphia, Washington and Pittsburgh; Atlanta, serving Atlanta, Memphis, Charlotte and Jacksonville; Dallas, serving Dallas, New Orleans and San Antonio; Chicago, serving Chicago, Detroit, Milwaukee, Minneapolis and Sioux Falls.

Cincinnati, serving Cincinnati.
(Continued on page 4)

Al Lewis Chosen to Pick Movietone Talent

Al Lewis, associate of Sam H. Harris and formerly of Lewis & Gordon, vaudeville producers, will this week receive a contract as manager of production of Fox Movietone.

Lewis will be in charge of choosing Broadway stage and vaudeville talent for the Movietone featurette productions and other specialties needed for features, it is understood.

More U.A. Revivals

Eleven more houses have booked revival weeks of United Artists Pictures, according to announcement made Saturday by Al Lichtman, making the total to date, 56.

Purchase of 22 Houses in New England Brings Grand Total to 285

\$20,000,000 PRICE

William Fox has purchased the Poli Circuit of 22 theatres in strategic first-run locations in New England, from the Max Shoolman Syndicate, and actual papers will be signed today or tomorrow, it was learned after several long-distance calls to the circuit headquarters in New Haven.

This deal, in which approximately \$20,000,000 will pass hands, will now give the Fox Theatres and the product of the Fox Film Corporation a total of 285 theatres in the U. S. and a firmer hold in the East than heretofore.

The Poli Chain with 16 theatres in Connecticut, 5 in Massachusetts and 1 in the District of Columbia, has been on the open market for months. The Fox purchase has practically been set for the past two weeks but a mass of details connected with the straightening out of
(Continued on page 3)

I.M.P.E.A. INJUNCTION DECISION TOMORROW

The Independent Motion Picture Exhibitors Association Injunction suit against Metro-Goldwyn-Mayer Corporation to prevent 1528-29 film service to the Mayer & Schneider Circuit, will come up tomorrow morning in court, after a temporary adjournment asked for by M-G-M last week.

Should the presiding judge fail to grant a temporary injunction, indications are that the actual trial will be set for the early part of next week.

Movietone Color-Sound Film at Gaiety Friday

The first public demonstration of color and sound pictures on one film will be had at the Gaiety Theatre on Friday night, in conjunction with the premiere of "Lost in the Arctic" a Fox Production.

The new subject will be a Movietone and Technicolor short reel of a girl playing violin selections, and this first showing will be closely watched by sound technicians in the industry.

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London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. I.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Arthur Loew is sure the Motion Picture Club is making a grievous mistake by putting only five card rooms, and how many games of bridge does he play at once? . . . Artie Stebbins says after a year or more intensive practice Al Lichtman may get so good at golf that he'll take him on . . . Harry Brandt remarked that he was suffering from housemaid's knee and right away Charlie Schwartz asked for the address . . . B. S. Moss, helping establish a big theatre circuit, is back in the film news again after lying dormy since selling out his theatres . . . Maury Kormer is painting a portrait of Lee Ochs and when Lon Brown got a peep at it he thought it was Trader Horn . . . Bruce Gallup took a lusty fall out of Martin Quigley's editorial on publicity at the last meeting of the A.M.P.A. and would like to debate the matter with the publisher . . . Sidney Oleoff, who has been making pictures in England for the past year and a half, is on his way to Hollywood . . . Donn McElwaine, formerly with Fox but handling Buck Jones' business, is due here from the coast next week . . . George Weeks says he suffers less from the heat on his farm in Westchester County, and would like to take a referendum on staying there for a month or so . . . Texas Guinan, according to rumor denied by Al Feinman, is to star in a picture called "Queen of the Underworld" and aren't some things appropos . . . Joe Seider says no circuit can count on tying up the theatre situation in Northern New Jersey without taking his organization into account . . . Lon Young, once of here but now of the coast, is coming east soon with a couple of good pictures made by his company . . . Si Seidler commutes daily to Sea Cliff with two body guards and you should take a slant at both of them and grow envious . . .

Hollywood Previews

"HEART TROUBLE"

A First National Picture

Director Harry Langdon
Cast Harry Langdon,
Doris Dawson.

When this picture is cut to its proper length and a few changes are made, it will be excellent comedy. Here is a good story with plenty of funny and original gags that come quick and fast enough to keep the audience in high spirits and continuous laughter. The story is about a hero worshipper who wants to get in the army and fight for his country. Of course he never gets to France or even into a complete uniform. Doris Dawson has little to do, but what little romance there is, is pretty enough for the role. The burden all rests on Langdon, who more than carries off the honors.

"THE GATE CRASHER"

A Universal Picture

Director William Craft
Cast Glenn Tryon,
Patsy Ruth Miller, T. Roy Barnes.

This picture can be classed as only average entertainment. The main trouble was due to lack of good story material, even though Glenn Tryon and Director Craft did their utmost with the hackneyed plot. The beginning was poor for the first two reels but improved as it continued. The gist of the story is about some stolen jewels and the complications that a youth, who is mistaken for the thief, gets himself into when he tries to avoid arrest. If it hadn't been for the clever cast of Tryon, Barnes and Patsy Miller, plus the good title and two funny episodes, the picture would have been flat.

"SWEET SIXTEEN"

A Rayart Picture

Director Scott Pembroke
Cast Helen Foster,
Gertrude Olmstead, Lydia Titus,
Gladden James, William Tooker,
Reggie Sheffield.

A genuinely enjoyable picture. The theme of adolescence isn't anything new on the screen, but the treatment of this story, together with splendid characterization and a nice plot make this entertainment above the average. The plot unfolds the troubles of a young miss who thinks she is quite grown up, therefore she rebels against parental authority. Helen Foster as sweet sixteen is excellent, this also applies to Gertrude Olmstead; while the others hold their parts well. Director Scott has done very well by this film.

Capitol Reduces Staff

The Capitol Theatre of New York recently eliminated five stage hands from its stage staff. This was in accordance with the economy drive which the Capitol has started. No trouble is expected from the local union as a result of this move by the theatre.

Fliesler UFA Editor

Joe Fliesler has been made film editor and title writer for all the UFA pictures to be released in America. Fliesler was formerly booker with the Fifth Avenue Playhouse.

"NONE BUT THE BRAVE"

A Fox Production

Director Al Ray
Cast Charles Morton,
Billy Butts, Farrell McDonald,
Sally Phipps, Tom Kennedy.

Light comedy mixed with romance that will furnish entertainment for the whole family. This breezy type of picture about the smart young man who wisecracks and gets himself into numerous difficulties is going big at this time. This particular plot tells about a college athlete who gets a job selling insurance. He tries to sell insurance to a hard-boiled business man who owns a summer hotel at the beach. The usual complications result but everything turns out right in the end. The whole cast deserves credit for the spirit with which they played their roles.

"THE BELLAMY TRIAL"

Metro-Goldwyn-Mayer

Director Monta Bell
Cast Leatrice Joy,
Betty Bronson, Edward Nugent,
George Darraud, Kenneth Thomson,
William Tooker, Charles Hill Mailes.

A fairly good program picture. Monta Bell tried to give the story a novel treatment, but a plot that has to be told in retrospect isn't anything new. No doubt many of the technical errors witnessed in the preview will be eliminated, also a good bit of cutting should be done. The version of the trial is given through the eyes of a news reel reporter and is quite exciting. Continuity and direction were good, and a splendid cast, headed by Leatrice Joy, gave excellent characterizations in their various parts.

"SMILIN' GUNS"

A Universal Picture

Director Henry MacRae
Cast Hoot Gibson,
Blanche Mehaffer, Virginia Pearson,
Leo White

A good western with plenty of comedy, action and intrigue to satisfy the fans who crave this type. The story isn't new, but it is the kind that is certain to get across. It tells of a cowboy who falls for a society girl. Realising his lack of polish, he starts to acquire some, incidentally forcing his views upon his cowmen. There is a villain who plans a robber and tries to abduct the girl, but Hoot foils these schemes. Gibson is a good comedian, and the rest of the cast carried their parts well. The picture is good material for the neighborhood theatres.

Steinberg Gets Jones

Nat Steinberg and Tom Tobin of the Premier Pictures Corporation of St. Louis have closed with Buck Jones Productions for territorial rights on all Buck Jones pictures in Southern Illinois and Eastern Missouri.

C. E. A. Officials Resign

LONDON—Thomas Ormiston, Major Gale and W. Blake, long identified with the Cinematograph Exhibitors Association Advisory Committee have resigned from the organization.

Broadway Theatres

WINGS—Criterion. Paramount production. Fiftieth week. Continues along its merry way with long run having little affect at the b.o.

TEMPEST—Embassy. United Artists. Tenth week. Business good.

THE LION AND THE MOUSE—Warner. Warner production. Sixth week. Continues to hold its own.

THE RED DANCE—Globe. Fox production. Fifth week. Slumping.

LOST IN THE ARCTIC—Gaiety. Fox production. Opens Wednesday.

STREET ANGEL—Roxy. Fox production. Second week at popular prices.

WARMING UP—Rivoli. Paramount production. Goes in here after a week at the Paramount.

THE RACKET—Rialto. Paramount production. Due for a long run after its one week of popularity at the Paramount.

LIGHTS OF NEW YORK—Strand. Warner production. Held over for a third week.

UNITED STATES SMITH—Hippodrome. Gotham production. With Eddie Gribbon.

FORBIDDEN HOURS—Capitol. M-G-M production. Starring Ramon Novarro and Renee Adoree.

HOT NEWS—Paramount. Paramount production. Starring Bebe Daniels.

HUNTING BIG GAME IN AFRICA—Cameo. Capt. A. H. Snow's production.

LATEST TALKIES TO HAVE NAT. SCREEN TRAILERS

National Screen Service announces that in collaboration with the Exploitation and Publicity Executives of Paramount and Publix, they have created a sound trailer on Richard Dix in "Warming Up" which is now available for all theatres that are using the sound version of this production.

Experimental and research work in the matter of sound trailers and plans for sound trailers on synchronized and talky pictures are now reaching a definite conclusion.

The company is now collaborating with First National in the making of a sound trailer for the Special "Lilac Time" and with all producers for sound trailers on their productions.

Gene Buck Office Pooh

Poohs Talkie Menace

As a result of an appeal to the Society of Authors, and Composers by the Federation of Musicians, J. C. Rosenthal, manager of Gene Buck, Inc., president of the Society, stated that he did not fear the spread of talking motion pictures.

"Good theatres will always use musicians. When the talking movie is perfected, and it must take five years more, audiences will get better music than afforded by the musicians in small theatres. We may get more money for the band, or we may charge playing rights. I look upon the "talkies" as added rather than substituted entertainment," said Rosenthal.

OBSERVATIONS

(Continued from page 1)

friend, our friend and the friend of the entire motion picture industry.

WILKERSON

GRAHAM CUTTS-DENISON CLIFT IN \$1,500,000 CO.

LONDON—The Allied British Film Producers, Ltd., has been formed with a capital of \$1,500,000. The Board of Directors consists of Mr. Victor Sheridan, managing director, Mr. Rhys Williams and Herman Milakowsky.

J. Graham Cutts, Denison Clift, Reginald Fogwell and Victor Sheridan are on the production council. Sheridan is the guiding genius of the new Wembley Motion Picture Studios.

Leon Wynbergen will be in charge of distribution and N. Pogson the publicity. Pictures will be produced at Wembley.

Hoffberg Starts 3 New Foreign Offices Abroad

J. H. Hoffberg, Inc., has opened branch offices in Paris, Berlin and Vienna and has formed a new company, the "Hoffberg-Cornfeld Co., Inc." to handle independent distribution on the Continent and to promote producing alliances between Continental and American producers for quota pictures.

S. Cornfeld, is now in New York and leaves shortly for London.

Leo with Midwesco

William Fox, president of Fox Firms, has appointed Joe Leo as general executive of the Fox Midwesco theatres in Wisconsin. Leo, guided by the Chicago Title & Trust Co., will try to get the Ascher-Fox circuit out of its slump and make it show a profit.

Fox Buys Poli Circuit

Papers Ready to Sign

(Continued from page 1)

real estate and other transactions has held up the actual signing.

While Fox will numerically be inferior to other competitive circuits in New England, the Publix Circuit now controlling approximately 72 houses, the Keith-Albee-Orpheum, 99 and the Loew Circuit, 10; the Fox product for the first time will get a first-class distribution in the leading cities of Connecticut and Massachusetts.

The Poli Theatres include the Bridgeport, Lyric, Majestic, Palace Park and Poli in Bridgeport; the Capitol and Palace in Hartford; Palace, Poli and Strand in Waterbury; Hyperion and Palace in New Haven; Palace, Poli and Strand in Waterbury; Massasoit and Palace in Springfield; Palace, Plaza and Poli in Worcester and the Poli in the District of Columbia.

The Keith-Albee-Orpheum Circuit which owns or controls 68 theatres in Massachusetts, 15 in Connecticut, 2 in Maine, 7 in New Hampshire and 5 in Rhode Island, was also dickering for the Poli Circuit but was determined to pay less than the market price reported.

Sound Studio for "U"

Universal has broken ground for the erection of the first Sound studio at Universal City.

Announcement was also made that Carl Laemmle and Western Electric have nearly finished negotiations for Universal's use of the Movietone device.

SELECTIVE CIRCULATION

The DAILY REVIEW subscribers are the big buyers of motion pictures.

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Park Theatre, Youngstown, Ohio
Loew's Penn Theatre, Pittsburgh, Pa.
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Paramount Is Rushing Sound Clarence Brown to Direct Garbo

**Rounding up Complete
Sound Program from
Soup to Nuts
OPEN NEW OFFICES**

By JOE BLAIR
Hollywood Correspondent

HOLLYWOOD—Following the announcement of last week Paramount today added further details to its statement concerning sound picture activities.

Among recent developments is the decision to establish offices in 9 cities in this country from which feature and short feature sound pictures will be distributed. Another item is the decision to make trailers with sound accompaniment for those pictures so equipped.

As previously announced Paramount will produce a minimum of 25 to 30 feature length productions with sound accompaniment. In addition the Christie product for the year will have sound accompaniment as will Paramount News and many novelty short features produced under the supervision of Emanuel Cohen director of the short feature department.

"Warming Up", starring Richard Dix and "The Loves of an Actress", starring Pola Negri, are the first two feature length productions complete with sound. Others now in work are "Abie's Irish Rose", "The Patriot", "The Canary Murder Case", William Powell, Louise Brooks, Ruth Taylor and James Hall; "Wings", and "The Wedding March", Erich von Stroheim's masterpiece.

Short features complete with sound are "Dizzy Diver" and "Hot Scotch", two of the Christie series

of two reel comedies.

Douglas MacLean's first feature length picture for Christie will be made with sound accompaniment at the Christie studio where the Electrical Research Products is now erecting a sound-proof stage. The title of this picture is "The Carnation Kid".

Construction of the sound proof stages at the Paramount Long Island studios is progressing and it is expected that they will be completed within a fortnight. The novelty subjects will be filmed there as well as the longer pictures.

Clarence Brown Chosen Fox Next Garbo M-G-M

There has been a switch in the director of "A Woman of Affairs" ("The Green Hat") to be done by M-G-M with Greta Garbo starred. This assignment has been turned over to Clarence Brown, marking his first production since "The Trail of '98".

In "A Woman of Affairs" the M-G-M star will attempt a new type of role, appearing as an English society girl. The locale of the picture is London of the present day. Bess Meredyth, scenarist for Miss Garbo's recently completed vehicle, "The Mysterious Lady," is now adapting Arlen's story to the screen and production is scheduled to begin in about two weeks.

Al Jolson Signed to New Warner Contract

Before leaving for New York, Al Jolson signed a new contract with Warner Brothers for the making of three new feature length Vitaphone subjects, at the rate of one a year. Jolson is expected in New York this week to begin work on "Mister Bones" his new show.

Haines Cast Complete

The cast of "Alias Jimmy Valentine," William Haines's new Metro-Goldwyn-Mayer starring film, has been completed with the addition of Harold Hickman. Principals in the picture, adapted from the popular stage melodrama, include Leila Hyams, Lionel Barrymore, Karl Dane and Tully Marshall.

Dix at Work

With the addition of Charlotte Mineau to the cast of the new Richard Dix picture, "Moran of the Marines", Frank Strayer the director has started camera work.

Sennett Plant Hums

The Sennett Studio at Studio City is working at top capacity on the making of the series of two reelers for Pathe. They are far ahead of their schedule.

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STUDIO GOSSIP

By JOE BLAIR

Myrna Loy has been designated by Warner Bros. to play the lead in the new all-talkie picture "Hard Boiled Rosie".

Fanchon Royer is leaving Hollywood today for New York with a print of her first picture "Life's Like That" which was directed by Raymond Cannon.

It seems that they have finally finished "Hell's Angels" and by strange coincidence the only person injured on the flying field last Sunday was Dr. Stuart Nolan who had been engaged by the company to care for any others who might be hurt.

King Vidor while in Nice wrote a yarn for pictures. He will probably do it sometime in the Fall for M-G-M.

Dolores Del Rio in company with her mother will leave Hollywood for New York tomorrow. She will remain there several weeks before leaving for Europe about the middle of August.

Fanchon Royer is planning a series of features co-starring Grant Withers and Wade Boteler.

Howard Hawks and Mrs. Howard Hawks have returned from their honeymooning in Hawaii.

Edwin Carewe together with his brother Finis Fox and Mrs. Finis Fox are leaving for Europe next week.

Metropolitan Studios signed contract yesterday with the Austin Co. of California, engineers and builders, for the erection of a large sound proof stage.

While over at United Artists yesterday, we encountered James J. Walker, New York Mayor, being tested, for what we don't know.

Edgar Lewis, Tiffany-Stahl director, has started work on Ricardo Cortez's picture "The Gun Runners".

Virginia Pearson has a prominent part in the Wallace Worsley Tiffany-Stahl picture, "Patience". Belle Bennett starred.

Everything is quiet along Hollywood Boulevard since the departure of the New York Mayor.

They now call it "incandescentitis" instead of Kleig eyes.

MOSS POOL CONFAB

(Continued from page 1)
slowly being ironed out and papers being drawn up for what will shortly emerge as the largest independent chain of theatres in the East.

McElwaine Due Wed.

Don McElwaine is leaving Los Angeles today with the answer print of the first Buck Jones picture for the State Right market. "The Big Hop".

AROUND THE LOT with JIMMY WALKER

It is one p. m., in front of First National Studios, Burbank, and two thousand motion picture people, executives, stars, extras, carpenters, electricians, stenographers, are milling about . . . Bunting . . . Flags . . . Confetti . . . Microphone and loud speaker . . . Mayor Jimmy Walker of New York City, the sartorial smart-cracker beloved of the movie folk, is preparing to attend a luncheon in his honor at the studio . . . The crowd begins to throw streamers impatiently, for the mayor was late . . . as usual . . . Notables are mixed liberally in the crowd . . . Colleen Moore, petite, mingling through the crowd of pretty stenographers . . . Ned Marin, a producer and an old friend of Walker's, curly-haired, handsome, buzzing around the microphone, for it is he who is to present His Honor to the crowd . . . Richard Barthelmess, quiet, soft-voiced, dignified . . . Charlie Murray just home from visiting his grandchildren in Florida . . .

Here he comes . . . Canons booming, flags waving, confetti streaming . . . And His Honor gets out of a large car, escorted by four motorcycle cops . . . Amid cheers he saunters over to the microphone in company with Colleen, where he makes a short witty talk while the streamers continue to pelt him . . . Then everyone crowds inside and the executives, stars and notables make their way to the studio cafe . . .

A flower-decked table in the form of a U in the studio cafe . . . Scores of prominent newspaper writers and photographers . . . Colleen Moore is on one side . . . Ned Marin on the other side . . . Dick Barthelmess is a seat away . . . Now His Honor is speaking—largely on the subject of how he so often happens to be late to appointments . . . Says counting time is not so important as making the time count . . . Lauds Charlie Murray for having represented the highest and cleanest form of entertainment on the stage for many years . . .

The gathering breaks up . . . And now the Mayor goes to one of the dressing-rooms to put on makeup, for he is to appear in various scenes, to be photographed for his private film collection with Miss Moore, filming "Oh, Kay!", and others . . . He visits the "Show Girl" set, where Alfred Santell is directing Alice White . . . Her hair has changed color again . . . This time she is wearing a snow-white wig for her cabaret dance scenes with Donald Reed . . . It used to be red . . . Then she was a blonde . . . On the set . . . His honor proves himself a good actor . . . Is directed by Mervyn LeRoy . . . Santell puts on some night club scenes from "Show Girl" for him . . . Alice White and Donald Reed dance . . . And before he leaves, Walker is shown movie scenes of his arrival.

Paramount Creates 9 Sound Exchanges

(Continued from page 1)
Cleveland, Columbus and Indianapolis; Kansas City, serving Kansas City, St. Louis, Oklahoma City, Denver, Des Moines and Omaha; San Francisco, serving San Francisco, Los Angeles, Salt Lake City, Seattle and Portland.

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Photophone and Movietone to Eliminate Further Friction

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 19

New York, Tuesday, July 24, 1928

FIVE CENTS

OBSERVATIONS

Mergers

Everybody doing it. Fox taking Poli, Western Electric and General Electric getting together, Moss whipping the New York independent crowd in shape. A few more of minor importance. They all have to do it sooner or later. This is the day of big operations. Ordinary movements won't get a notice in the picture news of the day.

Moss

B. S. Moss is one of the great showmen of this or any other industry. Still an exhibitor. Owns the Colony. Has sound ideas and a born leader. Holding daily conferences with the T.O.C.C. and Sapiro members. Pointing out to them why they should pool their interests. Their only salvation. As individuals they can not exist. Must get together. They will and are.

Movement

This movement on the part of Moss and his associates will spread throughout the country. Murmurs now in the Middle and South West. They expect to form a chain from coast to coast and probably tie in with the Principle Theatre-Sol Lesser-Fred Levy combination. Maybe they will and maybe they won't. But one thing is a cinch, the small independent operator does not have a chance any more. His life is threatened. Either he must sell out to the larger theatre chains or combine with other independent chains.

Sound Rumblings

If they are not already together, Western Electric and General Electric will be, and very soon. We hear that Western and General have agreed to make a projector and sound reproducing apparatus that will be interchangeable permitting theatres to run "talkies" whether they be, Movietone, Photophone or Vitaphone. This will be a step nearer. Now the thing to do is get equipment made fast enough to enable the exhibitor to run these "talkies". In accepting contracts for installation, neither organization will promise better than a six months delivery and even that is doubtful.

WILKERSON

CHOOSE DEPINET TO SUCCEED ROWLAND

By JOE BLAIR
West Coast Representative

HOLLYWOOD -- Coincident with the visit of Joseph P. Kennedy at the First National studios here, it was learned that Ned E. Depinet was the choice of the First National Executive Committee to succeed R. A. Rowland as General Manager of First National.

The committee, it is understood, will officially announce the selection of Depinet, now General Manager of Distribution, about August 15th, when Kennedy will return to (Continued on page 4)

UNIV. DOUBLES SOUND STAGES APPROPRIATION

HOLLYWOOD—Carl Laemmle has authorized twice the amount of money appropriated for sound film stages to be built at Universal City. Where it was planned to erect two sound studios, four will now go into construction.

In addition it has been decided to adapt the Ft. Lee, N. J. studios to sound stages and the construction work will start in the near future. (Continued on page 4)

"Street Angel" Exceeded Only by "Glory" Receipts

Only one picture has exceeded the business done by "The Street Angel," Fox Production, at the Roxy in its first week. This was "What Price Glory" which played to \$144,000 in its biggest week.

"Street Angel" last week did \$125,994, minus war tax which the theatre is not charging now; "The Jazz Singer" did \$119,000 and "7th Heaven," \$116,000.

The picture may run three weeks.

Raives Calls Directors to Discuss B. S. Moss Inde. Pool

Since publication of the exclusive story in the Daily Review concerning the B.S. Moss—T.O.C.C. Independent Motion Picture Exhibitors Ass'n combination of theatres, this office has been deluged by inquiries from exhibitors who doubt the existence of the pool and seem to be in the dark concerning its operation.

In an interview with Sol Raives, head of the T.O.C.C. yesterday, in which it was learned a special Board of Directors meeting of his organization will be held today, Raives expressed extreme confidence in the plan and insisted that in his opinion, the move was the only logical one (Continued on page 2)

GENERAL AND WESTERN ELECTRIC SOUND CONFAB



WILLIAM FOX

Spings most astounding coup of the year in the \$26,000,000 purchase of the Poli theatres

"Mary Dugan" May Be 1st in Cosmopolitan

Metro-Goldwyn-Mayer yesterday signed a long-term lease on the Cosmopolitan Studios where the company will do its Eastern talking-film production.

"The Trial of Mary Dugan" may be the first talkie to be done there, but no definite decisions have been made. The company will be ready to start shooting by the end of August. No studio manager or technical staff has been chosen yet.

May Center on Mutual Projector—RCA to Supply Amplifiers—W. E. Handling Photo-Electric Cell

Both the RCA Photophone and the Western Electric Movietone-Vitaphone are planning to bring out a new projector shortly and their respective staffs are reported working on the models at the present time. A meeting was held in New York yesterday to discuss the plan.

If the rumor is true, it is probable that both these talking picture companies want a projector that will carry their synchronizing apparatus as a unit, if necessary—not merely (Continued on page 4)

\$26,000,000 CLOSED WM. FOX-POLI DEAL

Final Documents Signed for 20 New England Houses —325 Now in Fox Theatre Chain

ADDS 45,000 SEATS

The purchase of the Poli Chain of theatres in New England by Fox Theatres Corporation was announced personally last night by William Fox.

The Poli Chain with a valuation of \$26,000,000 was the oldest privately owned circuit in America operated for thirty years by Sylvester Z. Poli.

A budget of \$1,000,000 has been set aside by Fox Theatres Corporation to renovate and modernize the entire chain particularly with regard to the installation of Movietone projection apparatus.

Pathe Creates Prod.

Post for Ramsaye

Terry Ramsaye, Editor of the Pathe Review, has been appointed Editor-in-Chief of Eastern Productions by Colvin W. Brown, Executive Vice President of Pathe.

His editorial jurisdiction applies to all non-dramatic subjects issued by Pathe.

Ramsaye, in the past, has edited "The Cruise of the Speejacks", "Grass" and various African pictures, including the current road show success, "Simba", featuring the camera exploits of Martin Johnson.

Warner Stock Rise Leads Entire Film Movement

Film stocks fared well yesterday Warners leading the general rise with 6 1/4 points and reaching a new high mark for the year of 61 1/4. The stock had an 8 point rise last week and has been climbing steadily for the past few weeks.

Fox Film "A" went up 2 3/4 points; Loew's Inc., 1 1/4; Paramount Famous-Lasky 2 1/8 and Universal 1 1/2.

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Distributor, 219 Spadina Ave., Toronto, Canada.



New York:—Charlie Burrell would like to follow Bruce Gallup as president of the A.M.P.A. but can't and won't; hasn't time to make a good job of it, so won't start . . . Lou Metzger and Fred McConnell—each et ux—boosted the other's golf game at a dinner at the N. Y. Athletic Club . . . Pete Woodhull says there are many reasons why Toronto is a great place for the M.P.T.O.A. convention—and one of them has something to do with hot weather beverages . . . Aaron Sapiro is now a regular film man, having joined the Motion Picture Club . . . Joe Horinstein has leased a cottage at Atlantic City and weekends there, some times also Mondaying and Tuesdaying there when he feels a good golf hunch . . . Harry Suchman, who was operated on recently for appendicitis, is recovering and expects to be able to soon resume his afternoon engagements at the T.O.C.C. . . . Dave Solomon is touring Canada in his new Hup Eight . . . Joe Lee took one of his regular pleasure trips up to Ossining last week, and says the parties there are hot ones in more ways than one . . . Al Lewis, old time vaudeville actor, has picked a tough job for himself selecting talent for Movietone, with every actor and actress on the Rialto trying to break in . . . Eddie Carewe is due in New York next week on his way to Europe for a vacation of a couple of months . . . L. A. Young, president of Tiffany-Stahl has sailed for England on a business and recreation trip . . . Tom Hamlin, editor of Film Curb, who has been in the hospital for more than a month, is slowly regaining his health and expects to be back on the job early next month . . . Bill Steiner, interested in sound pictures, is thinking of re-issuing some of his good westerns, with the sound showing the hoof beats of the horses . . .

FINANCIAL STATUS OF WARNER PROFITS

Wall Street Journal reports that Warner Brother Pictures, Inc., and subsidiaries report for quarter ended May 26, 1928, net profit of \$512,762 after interest and miscellaneous charges, equivalent to \$2.56 a share earned on 199,780 no-par shares of Class A stock, on which no dividends have been paid since February 1926. After allowing for regular quarterly dividend requirements on Class A stock, the balance is equal to \$1.25 a share on 350,220 no-par shares of Class B stock. This compares with \$608,496 or \$2.54 a share on Class A and \$1.23 on Class in preceding quarter and \$109,090 or 54 cents a share on Class A and 9 cents a share on Class B stock in quarter ended May 28, 1927.

Net Profit for nine months ended May 26, 1928, totaled \$1,123,947 after above charges, equal to \$5.62 a share on Class A and \$2.56 a share on Class B after regular dividend requirements on Class A. This compares with net loss of \$99,966 in the nine months ended May 28, of previous year.

M. P. RELIEF FUND FILM TO BE MADE ON COAST

HOLLYWOOD—More than 25 stars in pictures will produce a film gratis for the Academy of Motion Picture Arts and Sciences, the proceeds of which will go toward a relief fund.

The picture will be sold to exhibitors on a straight rental basis. The committee in charge of the arrangements is Harry Rapp, Chairman; Reginald Barker, Jane Murfin, Hal-lam Cooley, Fred Pelton, Fred Niblo and Frank Woods.

G. B. Shaw on Talkies

George Bernard Shaw is reported to be very enthusiastic about talking pictures, according to Jed Harris who saw the author in London.

"He is fascinated by the idea and likes the idea of being able to be seen and heard throughout the world, without the necessity of a great deal of travelling," said Harris.

Technicolor Plant Working Full Force

Big organizations are taking a great interest in color pictures. Ted Reed general manager of Technicolor announced that Paramount and Metro-Goldwyn-Mayer will keep his plant busy to the exclusion of all others until after the first of the year.

"Must We Marry"

Starting next month, two pictures, "Must We Marry" and "Broken Hearted", will be put into production on the Coast by Quality Pictures.

"Must We Marry" will feature Pauline Garon and Bud Shaw; while Agnes Ayres will have one of the leads in "Broken Hearted". Frank Hill wrote the continuities which will be directed by Frank Mattison.

Melford Starts 1st

George Melford has started his first production on the FBO lot with "Sinners in Love". Olive Borden and Huntley Gordon are in the leads.

CENSORS LOSE RIGHTS IN VITAPHONE BATTLE

ROXY RECEIPTS LEAD RISING BWAY BOXOFFICE

The Roxy led the Broadway film houses in receipts last week with \$125,994 on the "Street Angel". The Paramount did very well with "Warming Up", taking in \$80,200.

"Telling the World" at the Capitol only did \$61,638.34; "The Man Who Laughs" took in \$20,850; "The Lion and the Mouse" at the Warners, \$12,433.15 and "King of Kings" at the Rivoli, \$16,400.

"The Red Dance" did \$10,156 at the Globe; "Fazil," \$6,865 at the Gaiety and "Tempest," \$7,022 at the Embassy. "Wings" did \$10,600 at the Criterion.

Raives Calls Directors to

Discuss Moss Inde. Pool

(Continued from page 1)
facing the independent exhibitor of New York today, and hopes the deal has an early fulfillment.

It is true that the number of exhibitor leaders who have been approached on the deal and who know about the plan are few, but this has been because a myriad of details are being ironed out and the entire plan being taken well in hand before general announcement is made to those concerned.

Raives stated that today was the day of big mergers in every industry and on every hand and large and powerful organizations do not continue warfare with each other but combine instead, thus making for greater efficiency, buying power, brain power and general success, whereas when standing alone they face trouble.

The exhibitor leader admitted that not all the individual theatre owners might favor the plan, not having perhaps the foresight of the leaders who see such a combination as the only solution, but he did think that in time as the plan is brought home to them, they would readily pool their physical holdings in favor of cooperative management and sharing in the profits of the whole.

Miller Buys Chaldean

The Chaldean Theatre in Portland, one of the houses owned by the Multnomah Theatres chain, has been bought by O. J. Miller who will personally manage it.

Although acting as an independent, it is thought that Miller will keep contact with the Multnomah group so as not to endanger his buying power.

Heller Synchro Method

Herman Heller, recently released as production manager for Vitaphone, is going to Europe to arrange a sound-picture tie-up with his original method of music synchronization.

Wait on Ziegfeld

According to plans in view, Universal's picture "Show Boat", now in production will be synchronized with music only, though it is known that U is still keeping negotiations open with Ziegfeld in case they should decide to use the dialogue of the play.

Philadelphia Court Decides Picture Censors Cannot Rule on Plays

PHILADELPHIA—Judge Harry S. McDevitt of the Court of Common Pleas has ruled that the Pennsylvania State Board of Censors has no right to assume censorship over language used in conjunction with motion picture film.

The ruling is opposite to the first decision of President Judge J. Willis Martin who decided in favor of the censors in the Vitaphone. It is expected that the censors in the action against Fox-Case Movietone will appeal to the Supreme Court, as well as in the case of Vitaphone.

The New York State Censorship Commission has announced its intention to censor talking pictures, but was withholding actual supervision and licensing until rulings were had in the Supreme Court.

\$140,000,000 REPRESENTS BRITISH INVESTMENT

By SAM HARRIS
Proprietor "Today's Cinema"

LONDON — Taking stock of the British Film Industry, it was recently estimated that an investment of \$140,000,000 was represented therein.

Fifteen public companies concerned in the production of British films hold between them a market value on stocks of about \$50,000,000. The picture theatre section of the industry has a nominal capital of over \$90,000,000.

The investments represent confidence on the future of the industry on the part of the public, as none of the producing companies has reached the end of its first financial year. 26 British pictures have been booked by theatres in the first six months of this year, which number will be more than doubled by the end of the year.

Mix on Location

Tom Mix is on location in the Mojave Desert shooting exteriors on "Son of the Golden West" his first FBO production. Eugene Forde is directing.

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DAILY REVIEW

NEW FOX BROOKLYN UNDER W. F. DIRECTION

The new Fox Theatre at Nevins and Flatbush Avenues in Brooklyn which plans a Labor Day opening is entirely complete but for the installation of theatre chairs.

Large signs over the theatre announce the house as "The Aristocrat of Theatres" under Direction of William Fox. It is understood that Roxy is under contract to run the theatre.

The Fox Theatre Grand Orchestra of 70 musicians will furnish the music.

Motion Picture Capital Corp. Profits Lower

The statement of the Motion Picture Capital Corporation for the first six-months of 1928 shows nearly \$60,000 net profit less than a similar period in 1927.

The figures were \$140,273 the year before and \$86,099 for the first half of 1928, after deduction of losses, interest and amortization of debt discount.

Educational Program

For the week of July 22, Educational Film Exchanges, Inc., is releasing "Listen Children," a Hamilton Comedy in which Lloyd Hamilton is seen as an instructor in a military school for small boys; "Jungle Bungles," a Felix the Cat animated cartoon comedy from the Pat Sullivan studios, and the usual two Kinograms news reel releases.

Educational Law

BUDAPEST—The Hungarian Government has ordered compulsory education by means of films in more than two hundred Hungarian schools. The pictures must be of an educational nature, and where schools haven't the proper equipment, neighboring exhibitors are forced to show them to students in their theatres, by law.

Strand Switches

The Stanley house in Brooklyn, the Strand, has inaugurated this week its first all Vitaphone Movie-tone program, thus doing away with the stage units which have heretofore appeared on the bill.

Coast M.P.P.A. Meet

The Motion Picture Producers Association held their special summer meeting Thursday in Los Angeles. Will H. Hays, who is visiting on the Coast, attended.

Baird Invents Sight and Sound Pictures on Record

John L. Baird, inventor of radio-television has perfected the "Phonovision" device by means of which a phonograph record, using two sets of grooves and two sets of needles will both record the human voice and pictures of the artists.

The invention will be demonstrated in New York shortly, the American-Baird Television Corporation offices in the Paramount Building state, and manufacturing plants will be established in New York and Chicago for making televisors.

KENNEDY AND FORD REORGANIZE DEPT'S

The re-organization of the Keith-Albee-Orpheum executive and booking departments and the co-ordination of the personnel of the two great vaudeville circuits — Keith-Albee in the East and the Orpheum in the West,—is about completed.

Joseph P. Kennedy, chairman of the Board of the merged circuits, and his personal representative, J. J. Ford, have made many changes throughout the chain of theatres and the result is a closely knit organization which should function with great efficiency and with the specific duty of each official clearly defined.

The United States and Canada have been sub-divided into four important sections with an expert official in charge of the theatre conduct in each zone, as follows: L. E. Thompson, Greater New York and Eastern; John Royal, Middle West, from Pittsburgh to Denver; Harry Singer, the Pacific Coast houses; and Henry Taylor, the Boston groupe. Joseph M. Franklin, of Ottawa will be the representative of the zone managers in their respective Canadian territories.

SUNDAY BLUE LAW DEFIED BY EXHIBITOR

PEEKSKILL, N. Y.—The Colonial Theatre last Sunday defied the blue-law ban on motion pictures, recently voted by the Village Trustees, and gave complete shows.

The owner of the Colonial has sued for a court order restraining the authorities from interfering with Sunday shows and a decision is pending in Judge George Taylor's section of the Supreme Court.

Meetings

The Board of Directors of the Educational Pictures, Inc., met in New York Friday to take dividend action.

A Board of Directors meeting of the Hunts Theatres, Ltd., and the Radio Corporation of America was also held.

U. S. Films Meet Snags

PARIS—Due to existing legislation against American films in the various countries, Joseph Schenck of the United Artists says that the present situation for American pictures is very poor. Schenck is now on a tour visiting the different European capitals.

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"Hell's Angels" Finished Douglas Fairbanks Completes Cast

HOLLYWOOD—Actual shooting, other than a few inserts, on the Howard Hughes-Caddo-United Artists production "Hell's Angels" was completed Saturday.

This production was started last October, with Luther Reed directing. All interiors were finished in December and Reed left. Howard Hughes, the youthful producer, took up the megaphone in the making of the exterior and air shots.

The completed picture will represent a cash outlay of well over two million dollars and it is hoped to have it cut and ready for showing in November.

The interior sequences are all cut and matched but there are over three million feet of the exteriors uncut and unmatched. The work of cutting and matching this immense amount of footage will begin immediately. Frank Lawrence, will be in charge of the cutting, of course, under the supervision of Howard Hughes. Fred Fleck who has been assistant and sort of production manager for the company, will also assist.

The cast of the Douglas Fairbanks picture, that is to be a sequel to "The Three Musketeers", is completed with the exception of two characters, that of the Queen and Richelieu. Otto Matiesen will play Armas, "Tiny" Sanford, Parthos; Leon Bary, Athos; Ulrich Haupt, De Rochefort; William Bakewell, Louis XIV; Rolfe Sedan, Louis XIII; Marguerite De La Motte, Constance; Dorothy Revier, Milady de Winter; Lon Poff, Father Joseph and Charles Stevens Planchet.

Alan Dwan will direct.

METROPOLITAN STUDIOS RETAINED BY LLOYD

Harold Lloyd will continue to produce his pictures at the Metropolitan studios for the next two years, at least. William R. Fraser, general manager of the Lloyd Corporation, has just concluded negotiations with Phil Ryan representing the Metropolitan studios, to retain the same product the comedian has used since he started as an independent producer, exactly five years ago.

Choose Depinet to Succeed Rowland

(Continued from page 1)

R. A. Rowland, who was to have accompanied Kennedy to Hollywood, remained behind in New York and is said to have agreed to hold down the fort until Kennedy returns, although his contract will expire within 10 days.

Univ. Doubles Sound Stages Appropriation

(Continued from page 1)

Movietone will be the method used on all the Universal production, "The Last Warning" now being treated that way. "Show Boat" will follow.

GROUND BROKEN FOR CHRISTIE SOUND STAGES

HOLLYWOOD—The Austin Company is starting work this week on the first group of buildings for Christie Brothers including the first stage 76 x 106 feet, a second stage of equal size or larger to be added after construction of the next unit, which will be a recording and monitor building 64 x 119 feet in dimensions at the Metropolitan Studios.

Important features of the group will be the sound proof walls and roof, ventilating systems, vibrationless foundations for the mechanical and machinery buildings, fireproof construction, and a compact building of 11 rooms which will house the various technical groups required for recording.

Western Electric equipment will be installed throughout in the new group of buildings. Christie recently signed contracts covering the use of Western Electric's film and disc methods of sound recording which will be used in the entire Christie product including the Douglas MacLean features, the Confessions of a Chorus Girl series, the Sandy MacDuff Comedies starring Jack Duffy, and the Billy Dooley and Bobby Vernon comedies.

Charles Rogers Chosen for 1st Par. Dialogue

Paramount has announced that its first picture carrying actual talking sequences will be Charles "Buddy" Rogers' first starring vehicle, "Sophomore".

This film will not only have dialogue but orchestral and sound effects. The scenes that are very strong in dramatic appeal, will naturally be the ones in which dialogue will be injected and those to do the talking besides Rogers will be Chester Conklin, Mary Brian and Phillips Holmes.

Music Box Opens

The opening of the Music Box, the John Hamrick Theatre located in Seattle, is scheduled to take place on August 2.

WHO PAY'S?

Howard Hughes, head of Caddo Productions, hired a Ryan-Monoplane and suggested to Ben Lyon that he go up in it, fly over the Breakfast Club and pull a spill, for the benefit of the crowd in attendance at this club.

This was O.K. with Ben and the pilot, Roscoe Turner. Anything for publicity. They did a "nifty", almost killing themselves and wrecking the plane.

Now Hughes has suggested that Ben and Roscoe dig in and pay, each a third, for the wrecking of the plane. Hughes paying the other third.

Big hearted of Hughes!

STUDIO GOSSIP

By JOE BLAIR

The John Barrymore-United Artists picture "Tempest" will open the United Artists Theatre in Los Angeles beginning next Wednesday, July 25th for an extended run.

Much jubilation around Paramount studio! Emil Jannings has progressed so far with his study of English, he is now able to carry on a telephone conversation of six words.

Janet Gaynor, Fox film star, and her mother left by a western air express for San Francisco for a short visit.

Lewis Stone has been selected by Clarence Brown for a very prominent role in the Greta Garbo picture, "Woman of Affairs" ("The Green Hat").

Dorothy Sebastian, the M-G-M player, is to be starred by Tiffany Stahl for three pictures. They are "The Devil's Appletree", "The Million Dollar Doll" and "The Spirit of Youth".

Walter Hiers, a slim comedian, arrived in Hollywood last week with the news that he had gained ten pounds. If he had said "tons", we would have been more likely to believe it.

Mary Pickford will entertain with a dinner in honor of Our Girls Club next Tuesday evening at 7:30. There have been more than a hundred and fifty guests invited to "Pickfair".

Word comes from the M-G-M lot that "Nize Baby" adopted from Milt Gross' comic strip, will have some dialogue sequences. They won't have much trouble getting voices around the M-G-M lot for this dialogue. Lois B. Mayer refuses to have a test.

George Galewski, the Berlin exhibitor, with Frau Galewski, is visiting Hollywood.

This should be news. Shooting on "Hell's Angels", the Howard Hawks-Caddo \$2,000,000 German air picture, has ceased. Work started last October.

Demmy Lamson informs us that Edmund Breese, after finishing his part in "Salvage" at Universal will immediately start work in "Conquest" at Warner Bros. . . . that Montague Love upon completing "The Last Warning" for Universal starts work in "The Condemned Woman" for Famous Short Stories, Inc. which will be followed by a part in "The Haunted House", to be directed by William Christenson for First National . . . that Ian Keith will play a leading role in "The Lookout Girl" for Quality Distributors . . . and that Pauline Starke looks gorgeous in the first few shots of her Technicolor role in "The Thrill of Lief, the Lucky".

BROWN TO DO "HAMLET" AS FIRST M-G-M TALKIE

Talking pictures will give Clarence Brown an opportunity to accomplish something he has wanted to do for some years.

Ever since the success on the stage three seasons ago of "Hamlet" in modern clothes Brown has wanted to transfer it to the screen. The reason he has hesitated doing it is because he realized "Hamlet" as is, is not what is called "screen material," without a mass of subtitles. Talking characters will take away this serious drawback.

Three pictures have been determined so far for the well known director's schedule at the Metro-Goldwyn-Mayer Studio. He hopes to follow these with the modern version of "Hamlet."

1700 EXTRAS USED IN 4 NEW "U" PICTURES

HOLLYWOOD — Seventeen hundred extras were used yesterday by Universal, in what was one of the biggest production days for that company in many months. They were divided among four units.

Harry Pollard, in "Showboat" used 900 extras for interior theatre scenes. William Wyler used 300 in scenes for "The Shakedown." Wesley Ruggles used another 300 in "Salvage", Mary Philbin's new picture. The Third Collegian series of two-reelers, directed by Nat Ross under the supervision of Carl Laemmle, Jr., accounted for another 200.

General and Western Electric Sound Confab

(Continued from page 1)

a sound unit attachment to other standard projectors, but a complete apparatus of their own in harmony throughout with the principles of sound films.

The new development may take the form of one machine on which the two systems will be interchangeable, RCA Photophone to have the privilege of installation of amplifiers in theatres and Western Electric, the reproducing apparatus on the projectors.

RCA is reported to have further developed amplifying horns than Western Electric.

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Reg. U. S. Pat. Off.

VOL. 24 No. 20

New York, Wednesday, July 25, 1928

FIVE CENTS

OBSERVATIONS

New Worlds

Bill Fox, in shirt sleeves plus cigar, with the nonchalance of one who had accomplished nothing, taking twenty-five years to do it, announced the acquisition of the Poli chain of theatres in New England. The importance of this \$20,000,000 buy seemed to bore him. In making the announcement, he seemed to be thinking of other things. Other circuits he would acquire, new worlds to conquer.

Three Wise Men

Fox's start in pictures, his original capital, the desertion of his two partners, his gradual and certain rise, has been told many times. Horatio Alger never conceived a better yarn. Fox, of course is the "leading man" in this show. But how about the rest of the cast? What parts have they played? What of his "three wise men of the east" and sometimes west?

Tremendous

Sheehan, Grainger and Zanft, (in any order you choose to name them) are the supporting cast. And Oh! Boy, what a support. Any show, with this gang, would be a hit on any street. Sheehan on production, Grainger on sales and Zanft on theatres, are tremendous. All artists in their particular field. Fox would never have made the strides without them.

More Sound

And still more sound. 95% of all press copy is sound. Producers talking nothing else, artists clamoring around as a result of it, directors snapping to and at it, sales heads, salesmen, writers, musicians, exhibitors and poor editors (so called and otherwise) deluged with it. The public being surfeited. How are the producers going to get their money out of the present expenditures. Will the expense of this added production be met in experience? Certainly they can't get it out in play dates. Not at this time. Maybe a year later.

WILKERSON

SAPIRO AND SWAIN BATTLE IS ON IN M-G-M INJUNCTION SUIT

Song Publishers May Use Sound Films in Plugging New Hits

New York music publishers have tumbled to a scheme brought about by the talking pictures, which resembles the early days of song plugging in motion picture theatres with colored slides.

New song creations coming out this season may be picturized and sung on records, for distribution in wired houses. The possibilities of this angle were brought out by exclusive new songs being written for Warner Brothers by such writers as Irving Berlin and Billy Rose.

Berlin is writing a song for Jolson in "The Singing Fool" and Rose a number for Fanny Brice in "My Man". Berlin will also write exclusive songs for United Artists. Rose is reported to have perfected the "Cinevox" for the purpose of picture song recording.

Probably the first use of the new song plugging method was made at

the opening of "Lilac Time" in Los Angeles last week at the Carthay Circle. While not actually employing sight and sound on the same records, the song theme "Jeannine, I Dream of Lilac Time" is part of the synchronized picture and First National is rushing a Victor recording of the song to the Coast to be sold in the lobbies, and in future, houses using non-synchronous devices will have the record available to cue in, when "Lilac Time" is projected.

The reported invention of J. L. Baird, whereby the song and motion pictures of a singer are reproduced on one phonograph record, may be the method chosen by the music publishers. The Baird company is planning immediate manufacture of such records in Chicago and New York.

Noted Lawyers Appear Before Judge Sherman in Supreme Court

DECISION PENDING

The result of the first court clash between the Independent Motion Picture Exhibitors Association of New York and the Metro-Goldwyn-Mayer Corporation yesterday remains in "status quo".

Judge Sherman of the N. Y. Supreme Court, before whom the injunction proceedings against M-G-M filed by Aaron Sapiro came up, has reserved decision and has taken the papers home for further study. A decision in a day or two is expected.

Robert T. Swain, of Cravath, Henderson and De Gersdorff who has represented Paramount Famous-Lasky Corporation and others in

(Continued on page 4)

Fox Arctic Film in

New Gaiety Opening

"Lost in the Arctic" latest Fox production will open tonight at the Gaiety on a two-day schedule. There will be a movietone talk by Explorer Stefansson, a demonstration of color-sound pictures and a movietone by Robert Benchley on "The Sex Life of the Polyp;" and Will Mahoney.

The film is a very timely one because of the tremendous romance and interest caused by the Noble Expedition and rescues.

WAGE INCREASE STOPS OKLAHOMA WALK OUT

OKLAHOMA CITY—The motion picture operators strike and talk of an open shop policy by local theatres has failed to materialize and the owners and managers have reached a new working agreement.

It is understood that the operators have dropped the chief point in the

(Continued on page 4)

GOV. BAKER REJECTS MUSICIANS' PLEA

ST. LOUIS—Governor Sam Baker of Missouri has refused flatly to interfere in the theatre-musicians' fight going on here, which request was made by the Musicians Mutual Benefit Association, who asked that the board of Police commissioners be removed for alleged persecution of union musicians in their campaign against canned music.

Plans of the Musicians Mutual

(Continued on page 2)

TIFFANY-STAHl DECIDE ON TEN 1928 TALKIES

Preparations are under way for the synchronization, with sound affects, of ten Tiffany-Stahl special productions for 1928-29.

This step was decided upon at a meeting of the company's executives held at the Home Office in New

(Continued on page 2)

Radtke with K-A-O

Rudolph Radtke, Comptroller for the Universal Chain Theatres has resigned to accept a berth with J. J. Ford, assistant to Joseph Kennedy, in the Real Estate department of the Keith-Albee-Orpheum Home Office.

WALL STREET ANALIZES RISING WARNER STOCK

Stock Exchange interests describe the recent uprush in Warner Brothers A as an example of misguided speculative enthusiasm.

Latter stock, which reached new high ground for the year above 64, is callable at \$17 a share and ac-

(Continued on page 2)

Fight Film in Eltinge

The Gold Hawk Pictures have taken over the Eltinge Theatre on 42nd Street for an exhibition of the Tunney-Heenev fight pictures which they will make Thursday night at Yankee Stadium.

First viewing, which will be simultaneous with other showings throughout the city, will be at Friday noon, with admissions of 50c and \$1.00.

Eastman-Kodak Color Motion

Picture Camera Ready Soon

ROCHESTER—It is understood a new individual color motion picture camera has been developed by Eastman Kodak Co. This camera will enable an individual to take colored motion pictures, instead of the ordinary picture now taken with the Cine-Kodak.

Many distinguished scientists and public men have been invited to come to a demonstration late this month as guests of George Eastman, chairman of Eastman Kodak Co. The demonstration probably will take place in Eastman's home.

DAILY REVIEW

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemmstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York—Charlie Einfield, of First National, is trying to buy an acidophilus cow, either Lederle, Borden or Walker-Gordon . . . John McNirk, Joe Plunkett and Harry Crandall lunched together yesterday at the Astor and didn't forget to talk some of sound pictures . . . Kurt Hubert, one of the big chiefs of UFA is here from Berlin visiting Frederick Wynne-Jones and talking business . . . Tammany Young crashed the gate of the Hunting Room yesterday—walked right in, turned around and walked right out again . . . Ben Levine was in Philadelphia yesterday attending the funeral of the father of Gene Marcus, president of Hanaphone . . . Richard Rowland and Ned Depinet journeyed down to Camden yesterday, where "Lilac Time" is being set to music at the Victor talking machine plant . . . Arthur Robitchek is here from the Universal coast studio for a vacation and visit with his mother who has just returned from abroad . . . Jerry Beatty made four birdies Sunday and is still trying to figure out how he finished with a score of 93 . . . Dave Chatkin, of Publix, left Monday for Minneapolis to see that "Warming Up", Paramount's first sound picture, got off to a good start . . . Adolph Weiss, film salesman formerly with Fox and later with Hanaphone, died yesterday following an operation two weeks ago . . . Harry Warner is vacationing in the Adirondacks where they haven't yet heard the Vitaphone—but they've heard of it by now . . . George Sidney, who has been seriously ill in Baltimore, is better and has returned to New York . . . Jack Dempsey, eminent actor and member of the Motion Picture Club, is not afraid of losing his amateur standing by writing for the newspapers . . .

Poli Theatres to Show Fox Anniversary Pictures

COLOR DISTORTS SOUND BY MOVIE TONE METHOD

James A. Fitzpatrick has decided to stick to the sound-on-disc method of recording for films, claiming that experience has proven that method superior to sound-on-film.

Fitzpatrick refers to quality in photography as well as music. The disc method furthermore does not interfere with tinting, toning and coloring on the film, while up to the present, color has a tendency to distort sound-on-film.

The producer has made one of the "Schubert Series" for Paramount on the disc method and another for Fox, on movietone.

SCHADE ARREST SEEN AS TEST OF OHIO LAW

SANDUSKY, O.—George J. Schade, owner of Schade's Theatre who has used to test the legality of arbitration, and who obtained a temporary injunction against 16 distributors to prevent withholding of film service, has again become mixed up in the toils of the law.

Schade has submitted to arrest, to test the legality of a new parking ordinance. He is a City Commissioner and had previously voted against the new parking measure.

Gov. Baker Rejects Musicians' Plea

(Continued from page 1)
Benefit Association and other unions for more music in the St. Louis theatres and more concerts in the parks are going on. On July 15, a concert was given in Forest Lake with 250 musicians in the band, who donated their services, and who are endeavoring to educate the public as to the difference between music performed in the flesh and through machines.

Tiffany-Stahl Decide on Ten 1928 Talkies

(Continued from page 1)
York last week, at which were present the officers of the company and several of the exchange branch managers.

The pictures decided upon to be synchronized include, "The Toilers", a Reginald Barker special production, four John M. Stahl special productions, three additional Reginald Barker special productions, and two others to be announced.

Rosenthal Dead

Al Rosenthal, New York manager of the Continental Lithograph Co. died early Tuesday morning at his suite in the Cumberland Hotel. Rosenthal leaves a wife and two children.

Sennett in Town

Mack Sennett, having completed the first six comedies on his program of 38 for Pathe this year is in New York on a short visit. Sennett will visit his mother in Canada for three or four days before returning to the Coast.

To Renovate and Run 20 Theatres on Roxy Plan

All of the theatres in the Poli circuit in New England which was purchased this week by Fox Theatres Corporation will show the silver anniversary group of pictures of Fox Films throughout the coming year, it was announced yesterday by William Fox.

The 1928-29 schedule includes fifty-two pictures, 22 of which will be in sound. In addition, the Fox Movietone News, Fox News, and other shorts including 35 short subjects in sound will be shown in all the Poli Theatres.

The twenty Poli-Fox Theatres will be operated along the lines of the Roxy in New York. "We want to give the people of New England the best entertainment possible and that is why we are taking the Roxy as our model," said Mr. Fox yesterday. "Nothing will be left undone to make them the last word in modern equipment and up-to-date management. The elaborate stage effects achieved at the Roxy will be worked out for presentations to be given in the various Poli theatres."

COLUMBIA FILES REPLY IN SHEFFIELD SUIT

DENVER—Columbia Picture Corporation has filed its answer in the suit brought by J. T. Sheffield of Salt Lake City, who claimed unfair competition through infringement of Sheffield's trade-name "Columbia Exchanges".

Columbia contends that Sheffield had a contract to distribute Columbia Pictures in his territory and that his right to the name was to cease with the termination of the contract, and that Sheffield has breached and terminated the agreement.

They further contend that by use of the name "Columbia," Sheffield is deceiving the public and that their own corporation is an established producing and nationally advertised trade-mark with an investment of about two million dollars. A hearing on the case is expected at an early date.

"Free Movies" Agitate

The question of free movies in the mid-west is against agitating the Northwest Theatre Owners Association and reports that free pictures are being given in Windom, Minn.; and Bladen, Nebraska, in which towns shows are given two nights a week, will be dealt with at the next meeting of the Association.

"Dress Parade" was one of the films reported shown free at Windom.

"Lilac Time" Record

LOS ANGELES—"Lilac Time" in its first week at the Carthay Circle, is in for a run that will break all box-office records here.

The first week's receipts of the picture were more than \$2,500 in excess of the previous record at the Carthay Circle.

Exhibitor-Fire Chief Must Serve Six Years for Burning Rival Theatre

LITTLE ROCK, Ark. — Earl Powell, Gurdon Theatre owner, must serve a six-year prison sentence imposed on him in the Clark circuit court following his conviction as an accessory before the fact of arson in connection with the burning of a rival theatre in Gurdon, the supreme court has held.

Powell was found guilty of hiring Marcus Faulkner, who pleaded guilty, to set fire to the Wright theatre last January. Powell was chief of the Gurdon fire department and witnesses testified at his trial that the fire truck would not run on the night of the fire and the door of the engine house has been nailed. The state sought to prove that Powell was responsible. The supreme court found no error in his trial and affirmed the conviction.

FRENCH FEAR RUSSIAN FILM COMPETITION

PARIS—The French industry is looking on the Russian film program as a serious competitor in the near future. An enormous studio covering 150 acres is being constructed near Moscow and the Government has advanced 5,000,000 roubles toward the project.

The Russian industry expects to produce 160 pictures in 1928. Another studio is being built at Kiev in the Ukraine and a schedule of 40 pictures laid out. Another plant is to be built in Georgia (Caucasus).

Wall Street Analyzes

Rising Warner Stock

(Continued from page 1)
cumulated dividends, which amount to about \$3.75 a share additional. However, the A stock is convertible into the B, which is selling around 52 on the New York Curb.

In the event of a call, the A stockholders would have the option of \$20.75 in cash, or exchanging their stock for the B, share for share, and selling about twelve points less. Interests sponsoring the market for the B shares predict the A will be called this fall.

They point out that net income of \$512,861 for the quarter ended May 26, last, was equal to 93 cents a share on the B stock after conversion of the entire amount of A.

W. E. Installs Central

Western Electric Company's experts began the work yesterday of installing sound equipment in the Central Theatre for Colleen Moore's special George Fitzmaurice production, "Lilac Time," which opens at that house on August 3 for an extended run.

Like Signs Bromberg

Ralph M. Like, head of Exhibitors Film Corporation has signed a contract with Art Acor for a series of 8 Westerns. R. J. Horner will direct the series, the first of which is "The White Outlaw".

Arthur C. Bromberg of Atlanta has taken the scenes for the Southern territory.

Western Electric

System of Sound Pictures

adopted by leading producers and exhibitors

The Western Electric Company licenses producers to use in their studios its apparatus for recording sound by both the disc method, and the photographic or film method in which the sound is registered on the edge of the film. Both of these methods were developed in the Bell Telephone Laboratories. The equipment for both is manufactured by Western Electric.

WARNER BROTHERS
FOX FILM CORPORATION
PARAMOUNT FAMOUS LASKY
METRO-GOLDWYN-MAYER
UNITED ARTISTS
FIRST NATIONAL PICTURES
UNIVERSAL PICTURES
HAL ROACH
CHRISTIE COMEDIES

The Western Electric Sound Projector System is the theatre equipment designed to reproduce sound pictures of any of the foregoing companies and its other licensees.

Now installed in over 400 theatres

This Sound Projector System, with a proven history of successful operation in over 400 theatres, is available exclusively through Western Electric's subsidiary

Electrical Research Products Inc.

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Electrical Research Products supplies to theatres of any size other types of equipment for the reproduction and amplification of speech and music from records made by the foregoing licensees and by the Victor Phonograph Company, which is also licensed by it.

It also maintains a nation-wide servicing organization operating from 22 offices, each equipped with apparatus and a technical staff.

THE STANDARD FOR THE INDUSTRY

PFL AGAIN USES GLYN-BOW

Warner-Vitaphone Makes 2 Negatives

"It" Combination Will Work Again in "Three Week-Ends" by Elinor Glyn

By JOE BLAIR
West Coast Representative

Paramount has announced that they will again combine the pen of Elinor Glyn with the acting of Clara Bow in "Three Week-Ends". Ever since the success of "It", a Madame Glyn story and a Bow starring vehicle, the company has been seeking to reunite this box-office combination. Long before this, these two were coupled when Metro produced Elinor Glyn's "Six Days", in which Bow appeared.

Neil Hamilton has been selected for the male lead and Chester Conklin has also been assigned a part in "Three Week-Ends".

Warner Bros. are not entirely losing sight of the smaller exhibitor, and are therefore going ahead and making two negatives with every picture produced with Vitaphone—one with and one without the sound device.

By this method the company will be able to take care and to furnish prints on their bigger films to those theatres which have not as yet installed a sound film device, and at the same time, this will not prevent them from continuing to concentrate their efforts on the developing of the Vitaphone talking pictures.

Wage Increase Stops Oklahoma Walk Out

(Continued from page 1)
controversy, which was the employment of an extra operator for each "talking" picture, and the employment of extra operators will be left to the discretion of the theatre managers.

There has been an increase in the wage scale, however. The Liberty, Capitol, Midwest, Enterprise, and Publix houses were the theatres effected.

Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

FOR SALE

LECTURE FILMS, SLIDES, MACHINES, bargains. Box 24, Exhibitors DAILY REVIEW.

WANTED

400 CHAIRS—WANTED BE IN FIRST class condition, otherwise useless. State lowest price. Mike Glynne, Patchogue Theatre, Patchogue, L. I. N. Y.

BUSINESS OPPORTUNITIES

WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

"Damaged Goods" to Be Revived for Talkies

"Damaged Goods" famous stage play by Eugene Brieux may be revived again for talking pictures, it is understood from plans overheard along 45th Street. No indication is to be had at present as to who will produce it.

1000 Voices on U. A. Movietone "Love Song"

One thousand voices of film soldiers will sing "La Marsellaise" in movietone for D. W. Griffith's "The Love Song", raising their voices in the din of a battle that will be recorded in sound.

Another oral high spot in the production will be the singing by Lupe Velez of Irving Berlin's "The Love Song", written especially for this production.

Wells Root Writing Dialogue for "Varsity"

The first writer to break forth as a creator of dialogue for sound production on the Paramount lot is Wells Root, who is working on Charles "Buddy" Rogers' first starring picture, "Varsity".

In addition to Rogers, the voices of Chester Conklin, Mary Brian and Phillips R. Holmes are being synchronized with the picture.

S.M.P.E. to Meet at Lake Placid Sept. 24

L. C. Porter, Secretary of the Society of Motion Picture Engineers, announces that the Fall meeting of the Society will be held at Lake Placid, N. Y. the week of September 24th.

Sapiro and Swain Battle Is On in M-G-M Inj. Suit

(Continued from page 1)

Federal Trust proceedings, appeared as counsel in this case for Metro-Goldwyn-Mayer, while Aaron Sapiro appeared as counsel for his organization.

Swain's briefs presented four lines of defense, one of which was the claim that the I.M.P.E.A. action was in violation of the Sherman Anti-Trust Law; was in violation of the Donnelly Act; that M-G-M had not induced Mayer & Schneider to breach their contract with the Sapiro organization, as they were informed by M & S that the I.M.P.E.A. was not empowered to buy film for that circuit; and lastly that contrary to common practice in the industry, exhibitor members of the Sapiro organization intended to allocate among themselves product in this zone, that would tend to stifle competition.

The court action lasted about an hour and no time was allowed for Sapiro to file counter-claims.

STUDIO GOSSIP

Noah Beery has been signed by FBO for two pictures. They are "Loves in the Desert" and "The Red Sword".

The genial and ever charitable Al Jolson will do his stuff on the evening of the 26th at the Breakers Club for the Midsummer Night's Frolic of the Junior Service Council.

A busy and able title writer is Harold Tarshis. He is now on work at Universal on the "Collegian" series and some of Hoot Gibson pictures and is making rapid strides to the foreground.

Evidently Gloria as well as gentlemen prefer blondes, for John Reinhardt, who will be her leading man in "The Swamp" has bleached his hair for the part.

Neely Edwards is replacing Eddie Boland who is busy on another lot, as Schultzy in Universal's "Show Boat".

Norman Kerry, one of Hollywood's prodigal sons, will return from Europe around the middle of August. While abroad he made a picture in England.

In "Beggars of Life", which Paramount will synchronize, Wally Beery will be heard singing a song. This news has heaped a lot of kidding on Beery's head.

Gary Cooper and Nancy Carroll will be co-featured in "The Shop Worn Angel" which Paramount will produce from the story by Dana Burnet. Howard Estabrook is making the adaptation and F. Richard Jones is slated to direct.

The talking movies will prove another case where it's going to be hard to keep women quiet. Now M-G-M has announced that Norma

MASCISTE FILM FOR "U" THRILLER IN 1929

Universal Pictures has imported a new Masciste film for release next season. The picture, made by Pittaluga Films, is entitled "The Hero of the Circus" and besides the famous hero of "Cabiria" and other noted pictures, has a cast of 3,000.

Paul Gulick has retitled and Sydney Singerman re-edited, the film.

Shearer as Mrs. Cheyney in "The Last of Mrs. Cheyney" will have some speaking lines.

"Runaway Girls" will go into production on the Columbia lot immediately after the film of "The Scarlet Lady", with Shirley Mason and Arthur Rankin in the leads. Mark Sandrich will direct.

The Schildkraut family will be prominent in Universal's production, "Show Boat". Joseph has already been cast and now his wife, Elsie Bartlett has been selected for the part of Elly.

Once again Mae Murray breaks into print because of legal action. A beauty specialist has brought suit against the star for \$2,125 for asserted services.

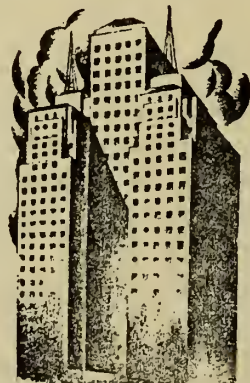
Nothing less than a 180-foot schooner will be blown to pieces in Sam Goldwyn's "Rescue". Up goes the cost of production.

Nancy Denver who has been taken from the stage, has been promoted from small parts in Christie comedies to play leading woman opposite Bobby Vernon in his next comedy.

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THE PARK CENTRAL

FIFTY-FIFTH STREET AT 7th AVENUE
NEW YORK CITY

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 21

New York, Thursday, July 26, 1928

FIVE CENTS

OBSERVATIONS

Wide Awake

In what other field of industry will we find a trade press so wide awake, so alert and so well informed regarding the inner works as are the publications in the motion picture industry? In what other line of business endeavor could a publication, devoted to that business, inform its readers "52 days ahead" of a transaction so massive and far reaching as the acquisition of the Poli circuit of theatre by the Fox Theatres, Inc.?

Astounding

And this is what happened in this case. As a matter of fact, this news printed "52 days ahead" of the acquisition, so astounded Mr. Fox and Mr. Poli that it is reported Mr. Poli called Mr. Fox on the phone and said: "See here Bill, I understand from the public prints within our industry that I have sold my chain of theatres to you." Says Fox to Poli, "Yes Sylvester, I also read it." Says Sylvester to Bill, "That's a good thought, even if it is not true. Let's talk it over." Mark you, we suggest this conversation was reported to have taken place, but no doubt, our information is not based on fact, for what was printed "52 days ahead", turned out to be true. And there is no disbelieving the truth when we have to weigh it with ordinary reports.

More News

The trade is further informed by the same publication who published this story "52 days ahead" that "progress toward creation of a national chain" on the part of the Fox organization, "continues". This tip, no doubt based on fact will set this old business humming. And inasmuch as this publication makes every effort to be classified as an organ for the dissemination of news, we resent the fact that another publication receives the news "52 days ahead" of the authoritative announcement of the closing of a deal.

Resentment

When Bill Fox calls us and advises he has an announcement to make, on arriving we hear that he has bought other theatres, thereby creating a "national chain". We will rise in our seat, a sandwich in one hand, and a high-ball in the other and shout "That's a lot of 'hooley' and certainly not news, we read it six months ago in publication".

(Continued on page 2)

Butterfield Blames High Rentals on Producer-Chains

PHOTOPHONE BUYS INTEREST IN PATHE

Neither Mr. Boucher or Sarnoff of RCA Corporation could be reached yesterday to confirm the report that their company had acquired a substantial interest in the Pathe

(Continued on page 4)

Grauman Books "Shadows"

HOLLYWOOD — Grauman's Chinese Theatre which will re-open shortly, is reported to have booked Metro-Goldwyn-Mayer's "White Shadows of the South Seas" with synchronized score, for the first attraction. Rac quel Torres and Monte Blue have the leading roles.

25 HOUSES DAY & DATE DIX TALKIE

Owing to the success of "Warm-up" at the Paramount and Rivoli theatres, it has been booked day and date by 25 Class A houses

(Continued on page 4)

Negri Sound Feature

Coming to Paramount

Pola Negri in "Loves of an Actress", a synchronized sound feature, will open at the Paramount Theatre next Saturday. The synchronization is similar to that of the Dix picture—in that, Pola herself does not talk.

ROSSHEIM RE-ELECTED STANLEY HEAD NEWMAN, LOFT, Inc. V.P., MADE TREASURER

In an election of officers by the Stanley Company of America yesterday, at a Board of Directors meeting in N. Y., Irving D. Rossheim was re-elected president, Abe Sablosky and Simon H. Fabian were chosen Vice-Presidents; Morris Wolf, Sec'y; Joseph Sloan, Ass't Sec'y; and James J. Newman, Treasurer and James M. Brennan, Ass't Treasurer.

After his election, Rossheim again expressed an optimistic feeling as regards the company's present financial condition and prophesied a bright future, and reiterated that all the plans laid out at the meeting on July 16th would be carried forward with definiteness and dispatch.

A finance committee, consisting of Wadill Catchings, Chairman, John A. McCarthy, Albert L. Smith and Louis J. Kolb was appointed. The new Advisory Committee consists of J. F. Fabian, Chairman, Rossheim, ex-officio, McGuirk, Sablosky, Crandall, Mark, S. H. Fabian and Silver.

The election of Mr. Newman as treasurer is looked upon as giving considerable additional strength to the personnel of the executive offices of the Stanley Company. He is Vice-President of Loft, Inc., New York City, and an outstanding figure in financial circles.

One of the actions of the meeting was the elimination of the post of Chairman of the Board of Directors, a place occupied by John J. McGuirk, a former president of the company.

NEW PARAMOUNT HIGH REACHED ON EXCHANGE

Paramount Famous-Lasky Corporation common stock on the New York Stock Exchange reached a new high level for the year by 5/8 of a point. The previous high was 131 1/2 and with the addition of two points yesterday, the stock went to 132 1/2.

From an inside source, the expected

(Continued on page 5)

Hal Roach in N. Y.

Mr. and Mrs. Hal Roach arrive in New York today from the coast. The comedy producer may make voice tests while in the East.

Louis B. Mayer "Chooses"

Louis B. Mayer, M-G-M executive gave out a statement in Palo Alto Calif., again denying his intention of showing any preference for Hoover in any picture over Al Smith.

Mayer said "I choose to be a Republican. I choose to be a Californian. I am a friend of Herbert Hoover. Whatever punishment is coming to me for that I'll take. I still feel I have the right to choose my own party. Mr. Roskoff had the same right".

Film Makers Charging Stiff Rentals to Protect Chain Theatres Investment

MUST COME DOWN

Commenting on the story "Exhibitors Yelling Murder — Rentals Exceed Receipts" published in Exhibitors Daily Review on July 9th, W. S. Butterfield, president of the W. S. Butterfield Theatres, Inc., of Detroit, with 73 theatres in Michigan states that exhibitors paid too much money last year for the service, in accordance with the class of productions made.

"We believe the time is here when the cost of making a picture, no matter how good or how bad it is, will be the deciding feature as to the

(Continued on page 2)

TALKIE EQUIPMENT SHUT OFF FROM PRODS-EXHIBS

Exhibitors are beginning to show signs of irritation and worry over their inability to obtain talking film equipment for their houses from the two leading manufacturers, RCA Photophone and Electrical Research Products.

Due to the fact that these companies have sewed up all the big producing companies for equipment in their chain theatres and on re-

(Continued on page 2)

Noice Heads South

American Expedition

Harold Noice, formerly of Pathe Review, who recently returned from the Dickey Expedition for Pathe, has been chosen to take charge of an expedition to Colombia, South America, by the William J. Ganz Company of New York.

Noice will film the main industries of that country for Ganz clients in the U. S. He sailed yesterday on the S. S. Barracoe and will be gone four months.

Fight Films Booked

Murray F. Beier, General Manager of Distribution of the Gold-Hawk Pictures, Inc., which will film the Tunney-Heeney fight tonight, reports that the pictures are being booked up very strongly and have closed such circuits in N. Y. as the Meyer Schine theatres, Fred M. Zimmerman, Publix, Stanley-Mark and many independent theatres who will have an opportunity to book ahead of Keiths and Loews.

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York—Walter Lindler denies that he has taken up golf; says he's just laying it down . . . A. M. Botsford is back from South Bend, Ind. foreign seaport is soon to figure largely in the sound picture field . . . Jack Pickford flew here from the coast to see Marylin, and maybe he'll fly right back again . . . Dan Michalove, who has a host of friends here, is now Southern District manager for Pathe, with headquarters at Atlanta . . . Paul Gulick will leave about August for a vacation at his cottage in Maine, said cottage being located near a golf course or he wouldn't have it . . . Millard Ochs, manager of the Costello Theatre, sails on Saturday of next week for Europe . . . Bruce Johnston, First National's foreign manager, who is a regular European commuter, is expected to sail for the other side within the next two weeks . . . R. H. Cochrane, of Universal, left last Monday for a vacation trip and as usual told no one where he is going or when he will return . . . Ned Marin—our own handsome Beau Brummel—served as master of ceremonies when Jimmy Walker visited the Burbank studios and as usual did a great job of it . . . Herman Robbins and the rest of that National Screen Service bunch, plans to make a number of trailers in sound, and that's keeping up to date . . . Edgar Lewis, once of here but now of the coast, is busy directing pictures for Tiffany-Stahl . . . Phil Reisman has revised the districts and jobs of the Pathe division managers . . . Dave Bader has returned from a two months trip around the Universal exchanges in the interests of accessories . . . Jimmy Walker says he didn't say what they said he said about the industry in politics and if he did say it he didn't mean it . . .

NETOCO RUSHING NEW ENGLAND

RCA FILES DENIAL TO MONOPOLY SUIT

Radio Corp. of America has filed a general denial to the Federal Trade Commission's complaint charging monopoly and unfair trade practices in distribution of vacuum tubes for radio sets through licensing agreements with 25 radio manufacturers.

Corporation asked a dismissal of the complaint, and challenged jurisdiction of commission and indicated that it would contest any order that would tend to prohibit continuance of the present system of distribution.

\$5,000,000 REPORTED SPENT BY FBO SO FAR

Following Joseph P. Kennedy's announcement of the \$30,000,000 production budget that has been set aside by FBO Pictures Corporation for the next three years, the Hollywood Studios of the company report that over 50% of the first year's product (1928-29 program) has already been completed, with an expenditure approximating \$5,000,000 for the half year's product.

It is expected the remaining half of the 1928-29 product will be completed before the first of the year, thus rounding out the \$10,000,000 yearly program planned by the company.

Pantages and Stanley Book Stern Comedies

The Pantages Theatre, Toronto, has booked three consecutive weeks of Stern Brothers Comedies with "George's School Daze" one of the "Let George Do It" comedies featuring Sid Saylor. At the same time, the Hippodrome in Toronto also set in another George Comedy, "George Meets George."

Another first-run showing just reported is that of current "Mike and Ike" comedy release in the Stanley Earle Theatre in Washington, D. C.

Talkie Equipment Shut Off from Prods-Exhibs

(Continued from page 1)
cording, the small exhibitors have therefore been practically closed out and must wait at least nine months to a year before they can obtain equipment.

Aside from Warner Brothers and Fox, no company on the coast is reported to have received their recording apparatus either for Photophone or Movietone as yet, although Universal reports they have one sound unit apparatus waiting to go into their new sound stage as soon as it is ready.

First National and Paramount's first sound films have been recorded by Victor in Camden with records, and one reason that even the large companies cannot obtain Western Electric apparatus at this time is a report that it may possibly be because of a definite agreement with Fox-Case to give that company priority in the use of the instruments.

REISMAN REPORTS BIG DEMAND FOR "KINGS"

Phil Reisman, General Sales Manager of Pathe, leaves this week on a trip that will take him to Chicago, Milwaukee, Toronto and Montreal. He has just returned from a visit to the Albany branch.

Reisman reports the Pathe branches are receiving requests for bookings on "The King of Kings." There is every indication, Reisman states, that this picture will break every record for distribution in the United States.

Other Pathe sales executives on the road are J. F. McAloon, Manager of Exchange operations, who is visiting Chicago, Milwaukee, Minneapolis, Des Moines, Omaha, Kansas City and St. Louis; E. J. O'Leary, Feature Sales Manager, who is making the round of the Boston, Washington, Charlotte, Atlanta, New Orleans, Dallas, Oklahoma City and Memphis branches; and Harry Scott, Short Subject Sales Manager, who is at present in Kansas City on a tour of the Mid-West branches.

Butterfield Blames High Rentals on Producer-Chains

(Continued from page 1)
price it will be sold for," is Butterfield's claim.

"Where a producer has a 100% customer, no matter whether it is a circuit of theatres in which they are financially interested, or only a lone exhibitor who is taking 100% of their product, their price must be based on the cost of the picture and not on the fact that it has some draft to it."

"The poor production of pictures last year and the demand for high rentals was caused by the fact that all the producing heads were busy taking over theatres, and in order to protect their investment in the theatres, they attempted to get this cost out of the sale price of pictures."

"Are the producers desirous of making their profit in theatre ownership and operation, or in making productions? The answer is that the theatres, most of which are now new, built of steel and concrete, should last fifty years and will be here when the producing units and companies will be dead and buried and new ideas advanced for entertainment to go into these theatres."

"Hardly any of the producers who are chain theatre owners are giving this question much consideration, although there is a precedent already set up for it."

"Dramatic and legitimate producers years ago, who were smart enough to see that the profits were to be made in theatre operation, created circuits for themselves and today there are only two left, the Erlanger and Schubert Circuits."

"As long as these circuits encouraged the production of attractions for these theatres, they were successful; but in the last three years when they proceeded to stifle them and to make most all of the profits from a producers branch, they brought on the condition that exists today in their field."

To Build 6 Big Art Theatres in Growing Pinanski Chain

2,200 SEATS EACH

The New England Theatres Corporation, with a string of over twenty theatres in New England, will push their operations further with the construction of six 2,200 seat houses patterned after European and Oriental motifs, according to Samuel Pinanski, president.

Announcement has already been made of the erection of a Spanish atmospheric theatre, the Seville, in East Boston, Massachusetts. This house is well under way and will be open to the public some time in September.

The foundation of a new theatre to be erected in Brighton, Mass. has been started. This second house is to be entirely Egyptian atmospheric, in both architecture and appointments.

Plans for 4 more houses, practically unlike anything of their kind in the country, are nearing completion and ground will soon be broken on choice locations for their erection. One of these theatres will be entirely Oriental in appointments and architecture, and the other theatre will be copied from Persian architecture, and from street lobby to back-drop that mystic country will be drawn upon for atmospheric appointments.

Mr. Pinanski also announces that plans are well under way for two more houses of individual style. Entirely distinctive, these shrines of the films are to be, one an Italian and the other an Arabian atmospheric theatre.

CAL. M.P.T.O. FIGHTS NEW FIRE ORDINANCE

SAN FRANCISCO—Approximately sixty exhibitors from this territory attended a hearing on new theatre fire ordinances which threaten theatre owners this coming year, which was held before the Fire and Police Commission.

The exhibitors' side of the hearing was conducted by A. B. Lamb, Business Manager of the Northern California M.P.T.O. The measure is scheduled to come up again before a full board of the City Council shortly. Representatives of the West Coast Theatres spoke in support of the new ordinance while Lamb led the opposition.

OBSERVATIONS

(Continued from page 1)

Apology

We feel we owe our readers an apology, inasmuch as we only printed the Fox-Poli story ONE DAY AHEAD of Mr. Fox's announcement and not "52 days ahead". We will make every effort to do better, with future announcements. And as an instance of our industry we hereby announce that, William Fox and Carl Laemmle have joined hands to fight the Motion Picture Patents Co.

WILKERSON

UNIVERSAL is All Set and is Taking Contracts on These Synchronized PICTURES

No. 596—Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Pictures Corporation.

NO GUESS WORK BETWEEN YOU AND UNIVERSAL.

NO CRAZY STATEMENTS ABOUT SYNCHRONIZING. NO ATTEMPT OR intention on our part to stampede you with a lot of bunk and nonsense.

NO PROMISES OF THINGS WHICH ARE IMPOSSIBLE TO PERFORM.

NO CHAOTIC CONDITION.

UNIVERSAL IS IN THE ENVIABLE POSITION OF BEING ABLE TO MAKE YOU DEFINITE PROPOSITIONS AND SIGN DEFINITE CONTRACTS FOR SYNCHRONIZED FEATURES.

UNCLE TOM'S CABIN IS ALL SYNCHRONIZED RIGHT NOW!

THE MAN WHO LAUGHS IS BEING SYNCHRONIZED.

THE LAST WARNING IS BEING SYNCHRONIZED.

THE GIRL ON THE BARGE WILL BE SYNCHRONIZED.

GIVE AND TAKE WILL BE SYNCHRONIZED.

THE COHENS & KELLYS IN ATLANTIC CITY WILL NOT ONLY BE SYN-chronized with music and sound effects but we are planning this to be partly a talking picture.

REGINALD DENNY IN RED HOT SPEED WILL BE PARTLY A TALKIE AND fully synchronized with music and sound effects.

MAN, WOMAN AND WIFE WILL HAVE MUSIC AND SOUND EFFECTS.

IF WE ADD TO THIS LIST, WE WILL NOTIFY YOU. MEANWHILE WE are ready this minute to sign contracts as outlined above.

DON'T GUESS. DON'T WAIT TO GUESS LATER. PLACE YOUR COMPLETE reliance on Universal, now as in the past, and cut down your synchronizing worries and your other worries, too.

UNIVERSAL HAS MORE FINE QUALITY PICTURES TO OFFER THIS YEAR THAN ANY OTHER COMPANY AND THE SOONER YOU FIND IT OUT, THE BETTER FOR YOU!

Laemmle Moving Cautiously on Talkies--Fort Lee Plans Laid

Denny, Schildkraut, Tryon, Veidt and Hersholt Voices O.K.

ROY HUNTER HERE

"In the development of our sound activities at Universal City, and at New York, we have been proceeding cautiously, with a view to making our sound pictures as technically new and advanced as a new art deserves to be," states Carl Laemmle in California, "to my mind, talking pictures present an entirely new situation. Moving pictures did not become an art until they entirely divorced themselves from the stage method of telling a story.

"Now, with the new dimension, as it were, our organization is struggling, as probably every other one is, to fit it in artistically, effectively and in a manner which will be purely moving picture and not theatric.

"In carrying out this plan, Universal has experimented not only with its authors, scenarists and literary people, but with the various media which are available at the present time. Under our contract with the Electrical Research Products, Inc. we are officially using a process similar to the Movietone process. Equipment for two sound stages, Monitor room and projection rooms has been received at Universal City.

"Several weeks ago we broke ground for three units in a space in Universal City which we have been saving for years for emergency.

The buildings we are erecting now can be enlarged to two or three times their capacity. In addition to the apparatus installed at Universal City, we will proceed immediately with plans for converting the studio at Fort Lee into a sound-proof studio. It is certain that we will need a studio as well as laboratory and projection room in New York, and it is fortunate that we have such a splendid frame-work upon which to impose the sound-proof studio as we have in Fort Lee. When this studio was built, it was acknowledged to be the finest in the east. And while it has been ante-dated in many of its features since that time, it has not been allowed to run down.

"Roy Hunter, the expert at Universal City, who will have charge of the mechanical end of our sound processes, has been in the east for the last three weeks, going over the apparatus with the Electrical Research Products' engineers and with them mapping out the requirements for equipping the Fort Lee laboratory and studio. It will be several months before the work of equipping these will be completed, although the laboratory work is well under way under the direction of Irving Stolzner.

"At the same time, elaborate tests of actors' voices have been undertaken with the apparatus which is going to be used for 'Show Boat' and which is now installed on one of the sets for 'The Last Warning'.

"Joseph Schildkraut, Reginald Denny, Glenn Tryon, Conrad Veidt and Jean Hersholt have all had splendid stage experience and their voices register 100%. Kathryn Crawford, the new beauty also registers splendidly, as might be expected of the star of 'Hit the Deck'. There are a number of players, also, who have had stage experience, like Otis Harlan, Eddie Phillips, Hayden Stevenson and John Boles and whose tests have all been splendid."

MILWAUKEE EXHIBITORS ELECT NEW TICKET

At the closing session of the annual convention of the Motion Picture Theater Owners' Association of Milwaukee, an entire new slate of officers and members of the executive and arbitration boards were elected.

Steve Bauer was chosen president. Others elected were Fred Seegert, vice-president; Ernest Langemac, treasurer; Max Krofta, recording secretary; Henry Staub, executive secretary; E. Langenmach, treasurer; George Beyer, sergeant at arms. Directors named were George Fisher, John P. Adler, T. McWilliams, W. L. Ainesworth and T. E. Wolcott.

25 Houses Day &

Date Dix Talkie

(Continued from page 1)

which will open their runs on July 28th.

Among the theatres which will open with "Warming Up" on the 28th are: Metropolitan, Boston; Olympia, New Haven; Buffalo, Buffalo; Palace, Ft. Worth; Colorado, Pueblo; Minnesota, Minnesota; Denver, Denver; Globe, Kansas City; Des Moines, Des Moines; Columbia, Davenport; Victoria, Salt Lake; Manchester, Manchester; Howard, Atlanta; Imperial, Charlotte; Rialto, Lincoln; Queen, Austin and Texas; San Antonio.

26 TWO-REEL COMEDIES REPLACED BY SOUND

Sound pictures are pushing two-reel comedies into the discard. Fox Film Corporation executives have decided to eliminate twenty-six two-reel subjects planned for the coming season.

The short subject requirements will be taken care of by fifty-two Movietone entertainments. One, "The Family Picnic", has been shown on Broadway, and two, "The Mystery Mansion" and "Four A.M.", are completed.

Lazarus at Wampas on "Movie Season"

Nearly the entire evening of the Wampas meeting held last week was devoted to the topic of the coming "Greater Movie Season" to be celebrated on the west coast. Jeff Lazarus of the West Coast Circuit, acted as master of ceremonies. Unusual plans are now on the wing for bigger and better "Greater Movie Seasons".

Maryland M.P.T.O. in Annual Picnic Aug. 2

BALTIMORE—The Motion Picture Theatre Owners association of Maryland will have their annual picnic at Harve De Grace on August 2nd. President J. Louis Rome has appointed a committee to arrange the details.

95% UN-WIRED HOUSES CAN PLAY UNITED ARTISTS FILMS

Synchronization and sound effects will be employed in each of the eighteen United Artists new pictures, and the technique of making films will remain unchanged so that the 95% of American film houses that are not "wired" also can properly exhibit the new United Artists Pictures, according to Al Lichtman, sales chief.

Voices of Gloria Swanson, John Barrymore and Ronald Coleman may be heard in their new pictures; the voice of Lupe Velez will be heard singing in "The Love Song", D. W. Griffith's film; Dr. Hugo Reisenfeld will arrange synchronized scores and sound effects; Irving Berlin is under exclusive contract to compose new songs for United Artists Pictures and already he has contributed "Marie" for Vilma Banky's new picture and "Where is the Song of Songs for Me" for "The Love Song".

Lichtman says the producers of United Artists have assured him that no imperfect sound pictures will be foisted on the public and exhibitors, that "the golden goose is not going to be killed by haphazard sound pictures that only injure all use of sound."

Voices of Mary Pickford, Norma Talmadge, Dolores Del Rio, Vilma Banky, Charlie Chaplin and Douglas Fairbanks will not be heard in their next United Artists Pictures.

United Artists Pictures will be so constructed from the production angle that they can be played either way, with or without sound. This gives an equal and fair break to large and small houses."

Baltimore First-Runs

Cancel Musicians

BALTIMORE—The Rivoli Theatre which re-opened here on Saturday the 21st, will use no orchestra this season, Vitaphone, Movietone and a non-synchronous device having been installed.

By July 28th, half of Baltimore's first-run houses will be operating without musicians, as the present manager-musicians' contract expires on that date.

FURNISHED OFFICES WANTED

in Times Square district, small suite, 2 rooms with desk, chairs, carpets, etc. for executives; 1 reception room. Month to month tenancy. Apply Box 26, Exhibitors DAILY REVIEW.

Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

WANTED

THEATRE WANTED. PICTURES OR combined. Young man with eleven years experience in all its branches. Will buy or lease whole or half interest in paying proposition. Address full particulars to Esser Singerman, Joliet, Quebec.

FOR SALE

LECTURE FILMS, SLIDES, MACHINES, bargains. Box 24, Exhibitors DAILY REVIEW.

BUSINESS OPPORTUNITIES

WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

Carewe-Del Rio

Mexican Tour off

HOLLYWOOD—The Mexican goodwill tour planned by Edwin Carewe and Dolores del Rio, in which the star was to act as ambassador of goodwill for the Latin Republic, in much the same fashion as Lindbergh's visit to Mexico and Central America, may be called off, on account of the turmoil the country may find itself in.

The tour was cooked up by Harry Wilson, director of publicity for Carewe, who went to Mexico and arranged with Obregon for the idea.

Carewe, Del Rio and her mother, may leave Hollywood on July 30 and sail on the Ile de France for Europe on August 18.

Photophone Buys

Interest in Pathe

(Continued from page 1)

Film Exchanges, Inc., for the purpose of expanding the RCA Photophone enterprises.

Both officers were in conference all day at a very important meeting. Sarnoff announced some time ago that his company had acquired a large interest in FBO, for the same purpose, and through that interest J. P. Kennedy swung Photophone to Pathe as well as FBO.

CALL WAFILMS, Inc.

Walter A. Futter, Pres.

for Library Stock Scenes
130 W. 46 St. New York
Bryant 8181



TRAVELERS select the Great Northern for its wonderful location in Chicago's "loop". They return because the large comfortable rooms, homelike environment, attentive service, excellent food and moderate charges make it an ideal hotel.

400 Newly Furnished Rooms, \$2.50 a day and up. Sample Rooms \$4.00, \$5.00, \$6.00, \$7.00 and \$8.00.

Walter Craighead, Manager
DEARBORN STREET FROM JACKSON TO QUINCY
New Garage One-Half Block

C. B. DeMILLE TO DO "MYSTERIOUS ISLAND"

Noted Producer to Make Second Start on Under-Sea Film

Although no one around M-G-M studio, will confirm the fact that Cecil B. DeMille has transferred his megaphone to their lot, we have it on very reliable information that C.B.'s first assignment will be "Mysterious Island".

This production was started almost two years ago. Maurice Tourneur was the director, with the Williamson Brothers handling the under-sea work. The company was caught in a tidal wave on location at Nassau, Tourneur took sick, Benjamin Christensen replaced Tourneur. Conditions were bad at that season of the year for under sea work, and further work was postponed.

Gibson to Chicago

Hoot Gibson, will soon leave for Chicago with a company that will include Catharine Crawford, "Slim" Summerville, Joe Girard and others, to do the rodeo shots for his forthcoming production "Rodeo".

Edwards and Falaise

An independent motion picture unit has been organized by Harry D. Edwards with Henry Falaise, (Marquis de la Falaise) and an all star cast to appear in "Yours to Command." The husband of Gloria Swanson has signed a long-term contract with Edwards to appear in a series of productions.

Production headquarters will be at the Metropolitan Studios on Santa Monica Boulevard, work to start within two weeks.

Another "Lone Wolf"

Bert Lytell, who created the role of "The Lone Wolf" for Columbia Pictures, in the series of photoplays based on Louis Joseph Vance's mystery stories, has been selected by Harry Cohn, Columbia vice-president in charge of production, for the lead in "The Lone Wolf's Daughter", a Columbia "Perfect 36" scheduled for early release.

Veidt in Talkie

Conrad Veidt, former German star, whose last was "The Man Who Laughs" film, is to do a talkie for Universal, under present plans.

It will be a vehicle called "The Plays Goes On".

Film Laemmle Slogan

Arrangements have been completed for the immediate production of "It Can Be Done," a Universal Jewel the title of which is the famous and favorite motto of Carl Laemmle, President of the Universal Pictures Corporation.

Sue Carol has just been chosen as the heroine and the selection okayed by Laemmle after seeing her work in "The Cohens and Kellys in Paris". Glen Tryon is the hero.

Lake Finishes Fourth

Arthur Lake who is making thirteen one-reelers titled "Horace of Hollywood" for Universal, has just completed his fourth. Edward Luddy, handling the megaphone.

COHENS-KELLYS TO START PROD. AUG. 6

"The Cohens and Kellys in Atlantic City," will go into production August 6th. This picture will be produced at Atlantic City and the Universal company headed by William Craft, the director, is slated to leave California August 1st for the East. Sidney will remain in New York and join the company in Atlantic City a week from next Sunday.

"The Cohens and Kellys in Atlantic City" will be made with sound and will lay great stress upon dialogue. George Sidney's interpretations of Jewish character and dialogue are known from Coast to Coast, through his many years on the stage as Busy Izzy.

J. Farrell MacDonald may use his Irish brogue in the role of Kelly and Kate Price will play Mrs. Kelly to Vera Gordon's Mrs. Cohen. Matt Taylor is preparing the dialogue.

New Paramount High Reached on Exchange

(Continued from page 1)
tation is had in P-F-L circles that this stock will reach a high mark of 150 before the year is out, based on a quiet accumulation of the stock by certain Wall Street interests who intend to hold on to it, in anticipation of Paramount's biggest year of profits.

First National Has 8

Done-Starts 4 More

The First National new season's product is coming out of the studios fast and thick. Eight productions are now in the cutting room, while four new pictures were started last week. In the first group are: "Oh, Kay!", "The Divine Lady", "Out of the Ruins", "The Night Watch", "Heart Trouble", "The Wright Idea", "The Phantom City", and "The Whip". Those pictures on which shooting has just begun are: "Outcast", "Scarlet Seas", "Do Your Duty" and "The Haunted House".

Janet Gaynor's Next

Janet Gaynor's next starring picture for Fox is to be based on an original story by Tristram Tupper. No title has been selected as yet, but, according to announcement from Winfield Sheehan, it will be a Cinderella tale with settings in Holland. William K. Howard will direct the production.

Murray A Cop Again

Charlie Murray, who started in films as a Keystone Cop, is a cop again in "Do Your Duty", which is now being screened at the First National studios in Burbank. William Beaudine is directing.

Monty Ridin' Pretty

LONDON—Monty Banks is completing interiors of "My Wife's Husband" for British International Pictures at Elstree, and has purchased an Isotta Fraschini with which he will tour Paris, Nice, Monte Carlo, etc.

STUDIO GOSSIP

STUDIO GOSSIP

Bradley King has been signed to write the continuity for Richard Barthelmess' forthcoming starring vehicle, "Scarlet Seas".

Appreciating his work on "The Little Wildcat", J. L. Warner has again handed the megaphone to Ray Enright, this time to be used on "Stolen Kisses". The picture is to be filmed with extensive use of Vitaphone.

For the next couple of weeks Paul Leni, director of Universal's "The Last Warning" will devote himself to the cutting of the film which was completed last Saturday night.

"Show Folks" which is making the Pathe folks puff out their chests a bit, will be synchronized, and new musical scores written by Chris Schonberg will be introduced for the original dance numbers.

"Court-Martial" which is on Columbia's "Perfect 36" schedule for 1928-29 has just been finished. Starring Jack Holt and directed by George B. Seitz.

Activity around Educational studio is at its height. In fact production has gone forward so rapidly in the past two months that the company has completed nine two-reel and two one-reel comedies and is now working on five more.

F. Harmon Weight has been signed to direct "Hard Boiled Rose", a new Warner Bros. Picture. Cameras will begin to grind just as soon as all members of the cast have been chosen.

Winifred Dunn who wrote the continuity on "The Patent Leather Kid" is preparing Dorothy Mackaill's next picture, "The Girl in the Glass Cage".

To the cast of "It Can Be Done" have been added Richard Carlyle and Richard Carle, the musical comedy star. Fred Newmeyer is to direct the production which will go into work in a few days.

The woman of it—Ruth Elder was heard to confess that the Atlantic hop was nothing compared to facing the movie cameras of Hollywood for the first time.

Final scenes were completed this week on Audrey Ferris' newest starring picture for Warner Bros., "The Little Wildcat".

Getting down to authenticity, Universal's "Show Boat" will have Stephen Ficht, the colored actor, in the part of Joe, the low comedian of the "Cotton Blossom" galley.

John Farrell is fast stepping to the top as ace writer for Paramount.

Educational-Ideal Comedies have engaged Christine Montt, the winner of a beauty contest in South America for one of the important roles in a forthcoming production. Miss

COLUMBIA DECIDES ON TEN FOR SOUND BILL

According to Joe Brandt, Columbia Pictures has decided to synchronize at least ten on their Perfect 36 schedule. However, the problem is now to choose which method of synchronization the company will use, and the reason for the delay is given in these words of Brandt's:

"In order to meet exhibitor preferences, it may be necessary to synchronize our pictures under more than one method—both film and disc. We shall do whatever exhibitor judgment indicates is the proper thing to do."

Montt comes from Chilean aristocracy.

Brandon Hurst has been cast as a police inspector in Paramount's film version of "Interference", the Roland Pertwee play. Evelyn Brent, Doris Kenyon, Clive Brook and William Powell are principals. Lothar Mendes is directing.

Eleanor Boardman is wearing her hair down her back like a school girl. Ha, ha!

Ship ahoy, the McCormicks are off again! Terra firma has no lure for Colleen Moore, popular First National star, and her husband, John McCormick. Their latest sea voyage will start in a few days and take them from San Pedro to South America, touching land at only a few appealing points being out for about two months.

After seeing the preview of Tiffany-Stahl's "Lingerie", we feel there is a good word due for Alice White, Malcolm McGregor and Mildred Harris.

Moran-Mack Signed for "U" Talkie Film

Universal yesterday could not confirm the report that Moran and Mack, blackface team, had been signed to do a full-length talking picture for that company. The story called for a script by Octavius Roy Cohen.

Brown at Columbia

Columbia has signed up Karl Brown to make a number of pictures for this company and he is to have absolute freedom as to choosing of story material and method of direction. Brown, once a cameraman for James Cruze, made a sensation in directing "Stark Love" and has since handled the megaphone on some Pathe-DeMille pictures.

Fitzroy Signed

Tiffany-Stahl has resigned Roy Fitzroy as assistant to John M. Stahl under another year's contract. This shows appreciation of his work, for since May 1st eight pictures have already been completed.

Senarists Sell Play

William Le Baron and Luther Reed have collaborated on the writing of a mystery play which they have sold to Edward Everett Horton, who will use this as his next starring vehicle on the legit.

Why they are flocking to FOX

Nº1



**Fred J.
Dolle**

FRED J. DOLLE, PRESIDENT

FOURTH AVENUE AMUSEMENT CO.
INCORPORATED
ALAMO THEATRE BUILDING
LOUISVILLE, KY.

D. H. LONG, SECT. & TREAS.

July 6, 1928.

Mr. J. R. Grainger,
General Sales Manager,
Fox Film Corporation,
850 Tenth Avenue,
New York City.

Dear Jimmy:

That certainly is a rare line-up of pictures you have for next season. As you know, I have booked Fox 100%, and I'll tell you why.

To start with, Fox is the only outfit in the business that has six big Broadway hits for a kick-off --- "Street Angel," "Four Sons," "Mother Machree," "Sunrise," "The Red Dance," "Fazil." I had to have those. In fact, I always book everything that Borsage, Ford and Walsh turn out.

My patrons are crazy about Movietone, and I'm aiming to give them what they want. They got started with that first Lindbergh and Coolidge subject. Now they want features. In addition to these six Broadway pictures, I couldn't miss Victor McLaglen in "The River Pirate" and Madge Bellamy in "Mother Knows Best," both with Movietone. Then I glanced down the list of features with Movietone synchronisation you are planning. Before I realised it, I had copied down all of the twenty-two you have scheduled, "Plastered in Paris," "Me Gangster," "The Air Circus," "The Baggage Smasher," --- I want them all.

I have "Win That Girl" scheduled at the start of the football season. "High School Hero" went great here. I'm going to show "Prep and Pep," too. To make a long story short, I have booked them all, including Fox News, Variety, Movietone News and several of the Movietone Entertainments.

Keep up the good work.

Yours as long as you click like this,

A handwritten signature in dark ink, appearing to read "Fred J. Dolle".

---"and we have booked FOX 100%"---That's what all wise showmen are doing this season.

There's no question about who's got the PROFIT PICTURES for 1928-29

FOX is your one best bet NOW

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 22

New York, Friday, July 27, 1928

FIVE CENTS

OBSERVATIONS

The Hit

We have been viewing pictures for many years, but never have we enjoyed an evening's entertainment of motion pictures as much as the program arranged by the Fox organization on display at the Gaiety Theatre, which opened Wednesday evening. The hit of the program was the Robert Benchley Movietone lecture on "The Life of the Polyp". The audience laughed so long during parts of the "lecture" that much of it was lost to the ear. Why not anticipate these laughs a little more in making subjects of this kind in order that a semblance of quiet might be maintained. Better spacing to this end would certainly help this subject. But even as it is, its a WOW.

The Snow Picture

The photographic record of the Arctic expedition of H. A. and Sidney Snow contains more real drama than many pictures which are so advertised on Broadway today. It was the objective of these explorers to solve the mystery of what happened to the ill-fated crew of the Karluk which disappeared in the icy wastes some years ago; and this they have done, gathering on the way thousands of feet of film, chock full of thrills, interest and beauty.

Excitement

The picture makes no attempt to be a saga nor an epic, but shows us many incidents occurring on its long, northward trek, each of which would furnish sufficient excitement for any one picture. Whether Snow, having witnessed other records of polar expeditions, decided to steer his camera away from everything that had been "shot" up there before, I do not know, but his picture abounds with originality and scenes he must have risked his life many times to get. The battle with an eighty ton whale; the walrus hunt and the chase and capture alive of the polar bear, are the high-lights. "Lost in the Arctic" is entertainment completely in capital letters.

Titles

Whoever wrote the set of titles for this production should get a medal. Never have we seen titles quite so excellent. They always preserved the beauty and spirit of the picture.

News Reel

Dividing honors with the feature (Continued on page 2)

M-G-M SIGNS STARS FOR SOUND SHORTS

Rapf to Assist Bowes in Getting Cosmopolitan Production Started

Following the announcement of its long-term lease of the Cosmopolitan Studios for the production of sound features in New York City, M G M yesterday made public names of stage celebrities who have already signed contracts to make Movietone shorts for this company.



HARRY RAPF To Test M-G-M Voices

This list includes Mary Eaton and Oscar Shaw, Louise Groody and Eddie Allen, the Keller Sisters and Lynch, Mabel Wayne, composer of "Ramona" and "In a Little Spanish Town," the Colonial Sextette, the Locust Sisters, Sunshine Sammy, Walt Roesner and his Capitoline stage band, Paul Tiesen and his string orchestra and the Arnaut Brothers-musical clowns.

These artists will be the first to engage in production work at the (Continued on page 4)

"Poor Nut" Guarantee to Be Paid Smith

First National Pictures has been called upon to make good its guarantee to Jess Smith, producer of "The Poor Nut" which Smith made for First National release.

The picture has not grossed enough in film rentals to meet the guarantee agreed upon and the balance of the guarantee is due this month.

Western Electric Has 1,000 Equipment Orders on Hand

The Western Electric Company could shed no light yesterday on the problem of movietone deliveries to small theatres, or delivery of recording apparatus to any definite studios, aside from Fox and Warner.

Officials of the company did say that they are rapidly increasing their already large manufacturing facilities; that they have orders from all of the producers for studio equipment and have orders on hand

Stanley Not to Refinance 900,000 Shares Put on 'Change

Sapiro Fails to Bring M. & S. Circuit to Trial

The court proceedings brought by the Sapiro organization against the Mayer & Schneider Circuit of Theatres, for non-payment of dues in the I.M.P.E.A. was thrown out yesterday because of improper service on the theatre chain.

Sapiro has been trying to serve papers on officers of the company but so far has failed to reach them. As a last resort, managers of the theatres were served, but the Court held that this was improper.

PICTURETONE MAY BE CORTELLAPHONE

There is a reorganization of Cortellaphone method of sound synchronization taking place under guidance of Lewis J. Selznick and a group of associates, and it is understood that the official trade mark of the company will be changed to that of Picturetone.

Col. E. P. Hawkins, formerly of the Hays organization is the new General Manager in charge of distribution and he is lining up a widespread campaign for putting the machines into independent theatres and other chains not tied up to other methods.

Lesser with Warner

Warner Brothers-Vitaphone are contemplating a national advertising campaign on Vitaphone for the Fall and it is reported that Mayer Lesser and the Blaine Thompson Co. of Cincinnati may be placed in charge of the campaign.

First Quarter Shows Gross Income of \$10,725,472
—Property Value \$75,000,000

Waddill Catchings of the Stanley Finance Committee denied yesterday that there would be any refinancing of the Stanley Company common stock, as was rumored some months ago. This is taken to mean along the film row that the Stanley financial position for the next six months bears great expectations and realization of profits from solid theatre investments.

The 904,042 shares of common (Continued on page 4)

"Whip" Arrives

"The Whip", First National's picture of the famous Drury Lane turf melodrama, has arrived in New York. It will be released with sound effects. In the cast are Dorothy Mackaill, Ralph Forbes, Anna Q. Nilsson, Lowell Sherman, Albert Gran, Marc McDermott, Lou Payne and Arthur Clayton. Charles Brabin directed.

RCA for Sax

Sam Sax, head of Gotham Productions yesterday denied the story that his company would use Cortellaphone System of sound synchronization on "Father and Son" with Noah Beery.

The first Gothams to be synchronized will probably be with RCA Photophone.

Van Praag in Town

M Van Praag, Western Sales director of Universal, has returned to New York from a four weeks tour of exchanges. "Van" says "the Southwest is going to have a marvelous year. Texas, Kansas, Missouri and Oklahoma and adjoining territories are about to reap the benefit of bumper crops".

VOCAFILM DISTRIBUTION WAITING ON HAMMONS

The Educational Pictures-Vocafilm situation is being held up pending an official decision from E. W. Hammons, as soon as he returns to his desk.

The Vocafilm Studios have previously synchronized a series of short reels of a musical and dramatic nature, and have also made records on two Educational Come- (Continued on page 2)

DAILY REVIEW

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London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York—Morrie Ryskind, writing a Yiddish play, visited the Hunting Room at the Astor yesterday for atmosphere. . . . Glen Allvine, big finger of Fox publicity and advertising, left for the coast yesterday for a vacation working at the studios. . . . Ned Depinet, according to Broadway rumor, will succeed Dick Rowland at First National, but Rowland hasn't left yet. . . . Nat Rothstein, hitting the pill for an 88, wonders what a golf ball thinks of when a good player gets hold of it. . . . Aaron Jones got the low down on the big fight yesterday from Jack Curley and then took the first train for Chicago. . . . Joe Brandt, viewing the big signs on the Astor and Central theatres, says it looks like the motion picture people have gone into the fish business. . . . Mack Sennett is in New York and will soon leave for a regular vacation in Canada, near some golf course. . . . Si Seadler suggests that the daily papers, instead of sending dramatic critics to review pictures, send their art critics to review the Broadway signs. . . . Russell Hollman, advertising director of Paramount, is spending his vacation at Sound Beach, fishing, sailing and golfing. . . . John Humm and several members of his tong, including W. B. Frank, are playing a big golf match today at Rye, and the result won't affect Walter Hagen. . . . Al Feinman, boasting of his long drives, explains that he does his playing on the course on the roof of the Hotel Ogden. . . . Victor Shapiro, determined to conquer the elusive game of golf, declares it is a long worm that never turns. . . . Henry Bate, back on the job at Universal, says working isn't nearly as much fun as spending a vacation at a military camp. . . .

STANDARD FILM SERVICE GETS GOTHAM CONTRACT

Budd Rogers, Vice-President of Gotham Productions, announces that the company has contracted with the Standard Film Service Company to distribute its 1928-29 product in the Cleveland, Cincinnati and Pittsburgh territories.

In line with the company's expansion policy, Mr. Rogers has delegated Marion C. Howard, as field representative for the above territories. Mr. Howard will make his headquarters at the Cleveland office.

"Last Moment" Sold to Supreme Films

Joseph H. Zarovich, general manager of the Zakoro Film Corporation, announces that William Horne, sales manager, has just sold the California, Arizona, Nevada and Hawaiian Island rights to Paul Fejos' "The Last Moment" to the Supreme Film Company, of San Francisco, George Montgomery, president.

Vocafilm Distribution Waiting on Hammons

(Continued from page 1)
dies, which have not yet been released to the public.

A syndicate headed by A. H. Woods is reported to have purchased the rights to Vocafilm for production of stage plays in sound films. This new arrangement may interfere with Educational's use of the system, or on the other hand, the company may act as a releasing organization for the stage producers' product.

Incorporations

Edward C. Fielder has organized Fielders Film Facts with a \$10,000 capital and will engage in the motion picture business.

The Aetna Motion Picture Corporation was started this week in Newark, with a \$100,000 capital.

Thomson with Fox

Fred Thomson, Western Star, who made "Kit Carson" as his last production for Paramount-Famous-Lasky, is reported to have signed with the Fox Film Corporation, on a long-term contract.

No verification could be obtained from the home-office.

Statler Buys Theatre

CLEVELAND—The Statler Hotel is reported to have purchased the Stillman Theatre and lease on the property. Fred Desberg, gen. mgr. of Loew's Ohio Theatres would not verify the rumor.

Swift Pulls Spiffy Nifty!

HOLLYWOOD — Harry Swift, manager of Bard's West Adams Street Theatre has installed a home-made cooling plant and figures he has saved himself the cost of a \$40,000 ice plant.

Swift used a scheme tried fifteen years ago in the Harlem Opera House in N.Y., and rigged up a perforated pipe and shot the hot air blown in by a fan, through the spray of cold water coming down the pipe. This cools the house, particularly the front. The total cost was \$7.00.

27 STERN COMEDIES NOW IN EXCHANGES

With the shipment early this week of "Take Your Pick," the latest Mike and Ike Comedy, from Universal's Fort Lee Laboratory to all Universal exchanges, there now are prints of twenty-seven two-reel Stern Brothers Comedies for next season in all Laemmle exchanges, ready for previewing. This means that more than half of the Stern Brothers product for next year is ready for release at this early date, and the schedule is complete through to January.

The group now in the exchanges includes six two-reelers of "The Newlyweds and Their Baby" series, starring Snookums, the remarkable child star; eight comedies of the "Let George Do It" series, starring Sid Saylor; seven Buster Brown Comedies, and six two-reelers of the "Mike and Ike" series, featuring Joe Young and Ned La Salle.

Home State Exchange Gets Acord Series

Ralph M. Like, who heads Exhibitors Film Corporation, has closed a contract with Jack Adams of the Home State Film Company, Dallas, Texas, for the new eight westerns starring Art Acord.

OBSERVATIONS

(Continued from page 1)
ture picture and the Benchley lecture were the "shots" in the Movietone news reel of a fellow going into a pond of alligators, pulling one out and roping him for delivery—I don't know where. There was nothing phoney about this, although it was staged for the news-reel. It was real brother, and how.

Merket Here

Arno Merket, European representative of the De Forest Phonofilms arrived on the President Harding today, to confer with Dr. Lee De Forest.

German Sound Films

During the sixth week of the Munich Film Festival, the Tri-Ergon Films of Berlin will exhibit their latest sound film productions.

Exhibs Praise Laemmle

Exhibitors are loud in their praise of a new personal contact method inaugurated by Carl Laemmle, president of the Universal Pictures Corporation, in connection with the showing of "We Americans."

The contact consists of individually typed and signed letters from the Universal chief sent directly to the leading citizens in each city or town where "We Americans" is to be shown.

4 SYRACUSE HOUSES GO NON-UNION POLICY

Three theatres in Syracuse, N. Y. have gone non-union as a result of labor troubles. The Regent, Avon and Harvard theatres have followed the stand of the Syracuse Theatre in taking on non-union motion picture operators, following demands by the union for a pay increase and extra projectionists on Saturday and Sunday.

What action will be taken by the union in retaliation has not yet been decided upon.

Young to Sail

L. A. Young, President of Tiffany-Stahl and Grant L. Cook, Sec'y. and Treasurer, may leave for Europe next week on a business trip to confer with continental representatives of the company.

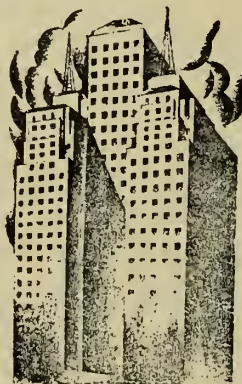
They were originally scheduled to sail on the Acquitania but have switched to a later boat.

FURNISHED OFFICES WANTED
in Times Square district, small suite, 2 rooms with desk, chairs, carpets, etc. for executives; 1 reception room. Month to month tenancy. Apply Box 26, Exhibitors DAILY REVIEW.

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PANCHARD
ON MERRICK ROAD
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29 Miles from Queensboro Bridge
No cover charge except Saturday night
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NEW YORK'S NEWEST AND FINEST HOTEL

SMARTLY NEAR THE
CENTER OF THINGS

Around the corner from New York's exclusive shopping district, readily accessible to leading theatres, and railroad terminals, yet in a neighborhood socially correct and away from the noise and turmoil of the business district. The Park Central enjoys a location distinctly unique in its advantages.

Come to the Park Central, New York's newest and finest hotel, where you will find advantages heretofore unknown to American hoteliers—Radio outlets. . . . Electric Refrigeration. . . . Five Period Salons and Roof Patios for private social functions. . . . Swimming Pool, "Roof Garden featuring the world famous Venetian Gondoliers. . . . other features equally unusual and desirable. Single rooms five dollars per day and up. Double rooms eight dollars per day and up.

THE PARK CENTRAL

FIFTY-FIFTH STREET AT 7th AVENUE
NEW YORK CITY

Events Leading up to A MURDER!!!

SYNCHRONIZATIONS, SOUND PICTURES AND TALKIES—

All fine and great for the fellow who
Has his house equipped for them.
But what of the fellow who neither has
Equipment nor can get it?
What is he going to do?

BUSINESS IS TERRIBLE BECAUSE OF POOR PICTURES

And with all this hullabaloo going on
With sound, synchronization and talkies,
The producer is thinking of nothing else.
He don't know he has a program to
Get out next year. Its all sound now.

IN THE MEANTIME MURDER IS BEING COMMITTED

Mr. Producer, snap out of this,
Give some attention to the silent drama
At least until such a time when we will
Be equipped, or be in a position to get equipment.
I've ordered it, but delivery not promised for
Eight months.

THIS SOUND INSANITY IS KILLING ALL OF US

**And This Applies
To You Also
Mr. Producer**

A Midwest Exhibitor.

ROCKETT FIRST NATIONAL BOSS

J. P. Kennedy Announces Definite Appointment of Studio Head

AL CREATES STARS

By JOE BLAIR
West Coast Representative

Al Rockett is in charge of all studio activities as well as of actual production at First National's Burbank studios, according to an announcement made yesterday in Hollywood, Calif., by Joseph P. Kennedy, special advisor to the company.

Mr. Rockett has been in charge of production at the studios for the past year and has made an enviable record maintaining the stellar supremacy of Richard Barthelmess, Billie Dove and Milton Sills and was instrumental in conferring actual stardom upon Dorothy Mackaill, Jack Mulhall, Alice White and Charlie Murray.

In addition, Mr. Rockett has fostered a number of younger players including Molly O'Day, Donald Reed, Thelma Todd and Loretta Young. He has also developed new writers and directors.

Wallace Directs Rogers

Paramount has signed Richard Wallace to direct Charles Rogers in his next starring vehicle, "Just Twenty One", soon to follow "Varsity" in production.

Mary Brian, Chester Conklin, Jack Oakie and William Austin are members of the Rogers cast thus far selected.

Howard Finishes

William K. Howard has finished shooting "The River Pirate" at the Fox studio. In its "rush" stage it looks like a winner. If it is otherwise it will be a novelty for Howard, for he has yet to make a poor one.

Norton with Jannings

Barry Norton, remembered as "Mamma's Boy" in "What Price Glory", has been signed by Paramount for a role in "Sins of the

Fathers", Emil Jannings' next starring vehicle. Norton will play Jannings' son.

"Girl" on Sound

"The Godless Girl", a Pathe-De-Mille special and which is scheduled to open on Broadway toward the latter part of August, is now having sound and dialogue added.

Lina Basquette's stage experience will stand her in good stead for these talking sequences.

Walker Stars

When First National's picture "Lilac Time" starring Colleen Moore opens at the Central on August 3rd, it will be preceded by a short feature taken at the film's premiere in Los Angeles and in which Mayor James J. Walker of New York is starred.

Davis with Mermaid

George Davis, who is under contract to appear in four Educational-Mermaid Comedies this season, will begin work on his first laugh production in this series. Stephen Roberts, who has directed Davis in many of his comedies, will act as director of this picture.

The comedian has been appearing in feature productions for Fox and Metro-Goldwyn since he completed his last comedy at the Educational Studios. He had an important part in "Four Devils" and just recently finished a featured role with Vilma Banky.

Devore Ready

Dorothy Devore, Educational's star comedienne, has arrived in Hollywood after a four-month vacation in Europe and New York City. She will start her initial two-reel comedy in her series of six starring vehicles on the new season's schedule about August 1st. Miss Devore plans using several new gowns, most of them Paris creations purchased while abroad, in her comedies this year.

Stanley Not to

Refinance 900,000 Shares

(Continued from page 1)

stock of the company were yesterday admitted to trading on the New York Stock Exchange for the first time, at no par value. The price of the stock on the Philadelphia Stock Exchange on Wednesday was 40.

The financial statement for 13 weeks period ending March 31, shows gross income of \$10,725,472, and net income after charges, depreciation and Federal taxes of \$547,364 available for use of the parent company.

The balance books of the company, as of March 31, show properties valued at \$63,182,219 and value of leased properties at \$12,333,342.

Argosy Buys 44 U. S.

Films for England

LONDON—The Argosy Films announced the purchase of 44 American feature productions from Richmond Pictures of New York, in addition to the series of British Quota films which they are making.

STUDIO GOSSIP

Producing over at the Chadwick studios, are the Master Pictures Productions, a company making 26 features and 26 one-reelers. They are now at work on their third feature called "The Woman's Law" with Gaston Glass and Neva Gerber in the leads and Ben Wilson directing.

August 10th is the date set for production to begin on Henry Lehrman's next Fox picture "Homesick". The comedy team of Sammy Cohen and Jack Pennick will again be featured.

Despite a severe injury to his right leg, sustained while working on "Son of the Golden West", his first super-western feature for FBO, Tom Mix refuses to hold up production and goes through his daily routine before the cameras.

The scenic effects for John Barrymore's next picture will be made by no less a personage than the imported Walter Reimann, noted German motion picture art director who has joined the staff at United Artists.

John Boles who because of his excellent speaking and singing voice has been very much in demand these days, has now been cast by Fox to play the male lead opposite Mary Astor "The Woman," which Irving Cummings will direct.

Conjectures are being tossed around as to what Fred Thompson will do when he has completed "Kit Carson" for Paramount and the bets are heaviest on his leaving the screen, temporarily anyway.

Since Ruth Elder landed in Hollywood, no time has been lost on shooting of "Moran of the Marines" in which Richard Dix co-stars. The company is now on location at the Naval Marine Base, San Diego.

Just heard that David Hampton who used to direct for the Cliff Broughton Productions and is now connected with a motion picture publication, was married to Virginia Royce, one time also under contract to the above producing outfit.

Lilyan Tashman and Danny O'Shea have been signed up for the Arlen-Carroll starring film now in production by Paramount as thus far untitled.

They're giving Evelyn Brent the breaks these days and she deserves them. In her last half dozen pictures, she gave decidedly outstanding performances. The latest news is that she will play Katherine Cornell's role in the screen version of "The Letter".

Douglas Fairbanks has a good idea if it works. His "The Iron Mask" will be the best parts of the three Dumas' novels—"D'Artagnan of the Guards", "The Man in the Iron Mask" and "Twenty Years After".

Fox seems to be out to acquire a lot of Latin feminine types. Lia Tora, winner of a beauty contest in Brazil has now been added to their "Making the Grade".

1st National Shorts

First National Pictures are experimenting on the production of sound synchronized short subjects. Production will be on the Coast and in Eastern recording laboratories.

M-G-M Signs Stars

For Sound Shorts

(Continued from page 1)

Cosmopolitan Studios as soon as active work begins there. Harry Rapi, M-G-M producer, arrives in New York City next week for special voice tests and possibly will assist in initial operations at the 127th Street studio.

Major Bowes and Chester Bee-croft are reported to have been chosen to be production heads at the studio.



WHERE TO DINE AND DANCE ON LONG ISLAND

BOB FALLON'S ORCHESTRA AND ENTERTAINERS

Chicken, Duck, Lobster,
and Shore Dinners—
also a la carte. My, what
food! No cover charge
except Saturday night—
Sunday dinner a specialty.

PANCHARD ON MERRICK ROAD MASSAPEQUA LONG ISLAND

29 miles
from
Queensboro
Bridge

Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

WANTED

THEATRE WANTED. PICTURES OR combined. Young man with eleven years experience in all its branches. Will buy or lease whole or half interest in paying proposition. Address full particulars to Esser Singerman, Joliette, Quebec.

FOR SALE

LECTURE FILMS, SLIDES, MA- chines, bargains. Box 24, Exhibitors DAILY REVIEW.

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WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

Exhibitors to See Canned Ziegfeld Follies for 50c.

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 23

New York, Saturday, July 28, 1928

FIVE CENTS

OBSERVATIONS

Equipment

New York hotels are housing more exhibitors at the present time, than ever before in the history of the motion picture business. Most of them are here, trying to get equipment for sound in their theatres. On finding it will take from six to eight months to get installation, they are offering every kind of inducement to hurry it along, but regardless of this, neither Western nor General Electric will give them further encouragement. Both companies, no doubt, are doing everything possible to hurry this equipment, but rush as they might orders are being accepted with delivery dates that are far ahead.

Big Business

Exhibitors generally, are well informed. They know what is going on. They know that sound pictures are doing business, whether it is caused by the curiosity of the public or a better form of entertainment or a combination of both. Business they claim is bad, has been bad for the past year and with the added interest on the part of producers for sound, their big salvation rests in getting sound installation.

Go Slow

That sound pictures are doing business can not be denied. They are standing them out. We feel that the public generally are attracted first by curiosity and after getting in the theatre hoped to be entertained. Our experience has been good and bad. We feel the producer is taking this matter too much on the jump. They should take more time, do quite a bit more experimentation. Play with the thing a little more and not announce that half their product will have talk, music or sound. Synchronization is fine, sound effects excellent, but going into dialogue is something different.

In The Interval

While this experimentation is going on producers should never, for a second, neglect their "silent" productions. One exhibitor said to us that "producers should set aside a separate department for the experimentation on sound, shove this department away from silent units and not bring them together until every one is satisfied of what's what in so far as the success is assured and the theatres have

(Continued on page 2)

WALL STREET SEES PICTURE BUSINESS ON ECONOMIC BASIS

BUCKLEY-CONSIDINE DENY SCHENCK OUT

Harry D. Buckley, Vice-President of United Artists Corporation yesterday denied the report appearing in a New York paper that Joseph M. Schenck was to retire from activities in United Artists.

Buckley said the story was absolutely unfounded, with no truth to it, and it was shame for any paper

(Continued on page 2)

JOHN ZANFT GETS FOX POLI EXECUTIVE POST

With the acquisition of the Poli chain of motion picture theatres in New England by the Fox Theatres Corporation, it was yesterday announced that Major John Zanft will assume complete supervision of the operation and maintenance of the enterprise.

Major Zanft is vice-president and general manager of the William Fox Circuit of Theatres, and this latest

(Continued on page 2)

Hal Roach Here to Study Sound Prod.

Hal Roach, comedy producer, creator of "Our Gang" is in town from Hollywood and expects to remain here until Sept. 15. While here he will make a thorough study of sound.

Roach is of the belief there is a

(Continued on page 2)

Earnings and Economies Cause New Paramount High Level

WARNER PROFITS ON SOUND PICTURES AND ROYALTIES

Interests in the "street" believe now that the production of films is gradually getting on a sound economic basis, which would inspire greater investment confidence in the industry.

Analysis of the Paramount Famous-Lasky Corporation common stock by financial experts of the Wall Street Journal, reveals that it is one of the most conservatively priced stocks in relation to its earnings of the 20 industrials used in the Dow-Jones averages.

Buyings of good character have been induced recently in Paramount by economies in operation which have had a helpful effect on earnings. The stock this week reached the highest level of the year, at 134 1/4.

Warner Rise Watched

The Wall Street Journal estimates net profits of Warner Brothers stock, for the year ending August 31st are expected to be about \$3.50 per share on 500,000 shares of common.

(Continued on page 2)

EXHIBITOR SEES TALKIE ONLY CAVIAR ON BILL

The impression that talking pictures are making on exhibitors in the Central and Mid-west territories is reflected in a general analysis by W. S. Butterfield, head of the Butterfield Michigan Circuit.

"In my estimation the talking picture will be a novelty, and no one should think it will succeed the silent drama. Talking pictures should be the dessert to an evening's performance of a motion picture program. In other words, it should

(Continued on page 2)

Championship Bout Attracts Who's Who in Pictures

The Tunuey-Heeney championship fight at the Yankee Stadium Thursday night, attracted the Who's Who of pictures in so far as the New York end of this industry is concerned.

Among others seen around ring side were, William Fox, James R. Grainger, Ned Depinet, Earl Hammons, Joseph Schnitzer, Felix Feist,

(Continued on page 4)



JOHN ZANFT

17 years with Fox Theatres, is now in entire supervision of Fox-Poli Chain

National Day and Date Campaign on "King of Kings"

New Eastman Surprise to Be Shown Monday

George Eastman will show his new motion picture process for the first time on Monday in Rochester to a few intimate guests, among whom will be Owen D. Young, Thomas A. Edison, Michael I. Pupin, General Pershing, Hiram P. Maxim, F. E. Ives, Maj. General Harbord and others.

The new process may take the form of a motion picture color camera.

Definite plans are being laid by Pathe Exchanges, Inc., to release "The King of Kings" day and date, nationally, on October 1st.

Over 300 prints are being prepared, with or without sound accompaniment to go direct to exhibitors.

The picture will go out with Photophone synchronization, exactly as was shown at the Rivoli Theatre run in New York. While no definite number of sound prints to be made can be arrived at at this time, prints will be furnished to those theatres equipped for sound and actually contracting for these prints.

(Continued on page 2)

DAILY REVIEW

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Published Daily Except Sunday

W. R. WILKERSON, Publisher and Editor

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Most of our New York City subscribers are furnished their papers by carriers, in order that they will get a more prompt service than that given by mail. Subscribers will oblige by notifying us about any lapse in service.

Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemphstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Harvey Day says he picked the fight winner in two picks, and if Tunney had't won, his other choice Heeney would have copped . . . Ben Abrams is expected soon to reopen his office in the lobby of the Astor, having been closed during the heated term . . . Sol Brill left yesterday for a short vacation with his youngsters in a camp up in Maine . . . Doc. Golden, looking as cherubic as ever, is over from Boston for a few days in the Big Town . . . J. D. Williams will make an important announcement next week of his plans for distributing a lot of good British pictures in this country, some of them made with sound . . . Hal Roach, who plays good polo when he isn't making funny pictures, arrived yesterday for a conference with Fred Quimby and other Metro officials . . . Emil Shaner, head of Paramount's foreign business, sails next week for an extended European trip . . . Jim Cron says he will never contribute money to erect a monument to the man who invented work in hot weather . . . Louis J. Selznick, weighted down with a million dollar certified check, promises to cut some figure in the sound picture business . . . Charlie Einfeld denies the rumor that his new summer clothes were designed by Omar the Tentmaker . . . Harry Rafi will be here next week to get Metro properly started in making sound pictures at Cosmopolitan studios . . . Hy Daab was busy yesterday counting money, having received his first check for royalties on his stage play which is going like a house afire . . . Lon Brown says he has learned enough about golf to know that the ball doesn't care who hits it or what club he hits it with . . . Ben Amsterdam was up from Philadelphia yesterday, visiting with Doc Golden and talking of this and that . . .

6 NEW FILMS ON BIG BWAY PROGRAM

Six new pictures will be on Broadway programs this coming week. Two long-runs will open on Tuesday and Friday, "White Shadows of the South Seas" opening an M-G-M run at the Astor Tuesday and "Lilac Time" a First National run at the Central. Both pictures will have synchronized scores.

"Beau Broadway" with Lew Cody and Eileen Pringle will be at the Capitol as well as a 2-reel Technicolor Great Events "Cleopatra."

At the Strand, Pathe will have Rod La Roque in "At Yale" as well as a Vitaphone 2-reeler, "The Swell Head" with Bessie Love and Eddie Foy, Jr.

"The Port of Missing Girls" comes to the Hippodrome Monday, with Barbara Bedford and Malcolm McGregor.

Pola Negri will be at the Paramount in a new film, "Loves of an Actress", with sound synchronization. "Street Angel" is held over for a third week at the Roxy: "Warming Up" at the Rivoli and "The Racket" at the Rialto. The Cameo will revive "Potemkin" and "Czar Ivan".

UFA EASTERN DIVISION OPENS PHILA EXCHANGE

Final arrangements have just been completed by W. C. Herrman, and David Brill of the Ufa Eastern Division Distribution, Inc. for the opening of their Philadelphia Exchange at 1220 Vine Street and which will be under the supervision of Mr. Jack Meyers.

This is the third exchange this company is now operating and on or about August fifteenth they will have branches fully equipped and operating in the following cities: Washington, Boston, New Haven and Pittsburgh. Other offices now distributing the Ufa films in the eastern territory controlled by the Ufa Eastern Division Distribution, Inc. are at New York and Buffalo. Herrmann is now in Buffalo negotiating for a site.

Newsreels Get out "Big Fight" Subjects

The Paramount Newsreel yesterday put out a 300 foot special on the Tunney-Heeney fight, which were shipped to all exchanges starting at 3 A.M. The special contains scenes at the training camps, preliminary Yankee Stadium shots, Heeney on the floor at the tenth round and announcement of the winner.

International and M-G-M also had fight subjects in their reel, made up Thursday, their regular release date, as did Kinograms. Fox Newsreel did not make any fight subject.

John Zanft Gets Fox Poli Executive Post

(Continued from page 1)
appointment comes as a mark of faith in his ability.

Zanft started with William Fox seventeen years ago, at the old Dewey Theatre on 14th Street and his entire time since then has been devoted to the development of Fox's theatre interests.

The Major, in addition to his business duties, will find time to retain his connection with the Board of Commissioners of the Elmira and Bedford Reformatories.

Paramount Establishes Contact with Millions in Radio Hook-Up

Exhibitor Sees Talkie

Only Caviar on Bill

(Continued from page 1)

be the big act of the picture program the same as they have a big feature act in the vaudeville program, or a big star in a big musical or dramatic production."

"We are installing talking motion picture units ourselves, but with the idea of never giving up the silent picture unless the picture producers forget the art of making silent pictures for a lot of clap, trap noise-making talking pictures by poor actors and actresses, and we only hope the time will come when the cast in a New York production, either dramatic or musical, can be transferred to a studio in New York at the end of its New York run and make their production intact for the talking picture equipment."

This to my way of thinking will be the acme of success, and then the big producer will be able to get back some of the enormous cost of production, and the small town exhibitor will be in position to say to the small town theatre goer, "I am going to show you next week Mr. Ziegfeld's Follies with one hundred and twenty people on the stage with talking pictures for Fifty Cents, the same as you would see it in New York for \$19.80, and By Gosh, Boys, I can guarantee this because Mr. Ziegfeld himself, personally, with all of the Company made this production themselves at Mr. Paramount's studio. (Or whatever company made the picture.)"

Wall Street Sees Picture Business on Economic Basis

(Continued from page 1)

bined "A" and "B" stocks. Profits next year will be considerably more than this, due largely to earnings from Warners' own talkies.

The Class A stock is entitled to a preference dividend of \$1.50 a share and to conversion share for share into the Class B so that its value depends entirely on earnings on the total capitalization.

While the advance in Warner Bros. to a high of around 64 has much more real basis than the fireworks which took place in this stock a year or so ago, buyers may do well to study the entire situation.

A guess at profits next year of around \$6 a share is probably the best estimate that can be made at the moment. Basis of royalty which Warner is to receive from the other talking movie producers has never been announced definitely, but one thing seems fairly certain—that the big producers in the industry such as Paramount and Loew will not pay any huge royalties on their gross film rentals. These companies apparently pay a flat sum of \$500 a negative reel with a minimum guarantee of \$100,000 annually to Western Electric which pays a share of this Warner.

OBSERVATIONS

(Continued from page 1)

equipment to run them". And further, "They should concentrate on the silent drama until they feel certain they are right, for as it is, the only thing we can see for next year are a lot of poor pictures, due to the fact every one centered in production are thinking only of making talkies."

WILKERSON

Negotiations which have been pending for several months were concluded yesterday when it was announced that the studios of the Paramount Famous-Lasky Corporation in Hollywood will house the new 5000-watt super-power radio broadcast station, KNX, and that the new station will be known as "KNX, Paramount Pictures—Los Angeles Evening Express Station".

For the first time in its history. The Paramount organization will have oral contact with millions of picturegoers in all sections of the country when the new station makes its debut on the air early in Sept.

It will be Paramount's policy, through KNX to maintain a closer touch with the exhibitors showing Paramount pictures, and to make this super-power station a direct and valuable aid to them. In addition KNX will keep them, as well as the public, informed of the latest developments in the capital of filmdom.

JOHNNY HINES' LATEST "WRIGHT IDEA" ARRIVES

The first print of "The Wright Idea", Johnny Hines' latest First National comedy, reached New York yesterday and was pre-shown to First National executives.

In Johnny's supporting cast are Louise Lorraine, his leading lady, Edmund Breese, Walter James, Fred Kelsey, Henry Barrows, Henry Herbert, Charles Giblyn, Jack McHugh, J. Barney Sherry, Charles Gerrard, Betty Egan, Blanche Craig and Richard Maitland.

National Day and Date Campaign

(Continued from page 1)

The sound prints, naturally cost more to produce and the supply will be based on actual and anticipated sales contracts. A check will be made a month or so before the release date, to ascertain how many will be made.

A national advertising campaign is being lined up to support the picture, which is expected to be Pathe's biggest money maker in many years, based on business done by road-show companies in the first part of 1928.

Buckley-Considine Deny Schenck Out

(Continued from page 1)

to publish such a baseless rumor.

Hollywood Wire—John W. Considine, Jr., at the United Artists studio stated there was absolutely no truth in the ridiculous rumor of Mr. Schenck's retirement.

HAL ROACH HERE

(Continued from page 1)

definite place for sound in short reels as well as features, but before rushing recording through the Roach Studio, he wants to find out what it is all about. He will use the M-G-M Cosmopolitan studio's in making tests.

PICTURE REVIEWS

"HOT NEWS"

Paramount
Directed by.....Clarence Badger
Featuring.....Bebe Daniels,
Neil Hamilton, Paul Lucas, Al-
fred Allen, "Spec" O'Donnell,
Ben Hall, Mario Carillo.
Bebe scores in a dandy comedy-
thriller.

Even though there be a cycle of pictures depicting the adventures of the newsreel cameraman, it will take no glory from "Hot News". Regardless of subject matter, it's right there with action, thrills and love interest, to say nothing of Bebe Daniels at her best. And by golly, the film even has good subtitles. And in regard to subject matter, it's got the stuff, because the public will always be interested in what goes on behind the scenes, and here is inside dope on newsreel "scoops". Neil Hamilton in a light part such as this is much more appealing, and Director Badger has done himself proud on the megaphone end.

"LOST IN THE ARCTIC"

Fox Film Corp.

Directed and photographed by H. A. and Sidney Snow.

Cast.....Made up of natives and ships crew.

This is entertainment and great for any type theatre or audience. Has more thrills than ten ordinary pictures and is certain to do business under any condition.

It is a photograph record of the H. A. and Sidney Snow Arctic expedition. All done in a very novel manner abounding in thrills. If you are equipt for sound, the introductory done by Vilhjalmur Stefansson in Movietone is extremely instructive. But with or without it, don't miss this one. It has no story but during the progress of the picture, a drama is enacted, more tense than ever a writted word could reveal.

"THE LOVE PIRATE"

UFA
Directed by.....Dr. Arthur Robinson
Featuring.....Paul Richter,
Rudolph Kleine-Rogge, Egode Nisson.

Appeal in title won't carry the picture. Old-fashioned meller in costume.

Here is a rather bemuddled tale of sea-faring pirates which takes place back in the days of the Corsairs and has most of its scenes laid on land. Many sequences flash throughout the film showing love in a most savage form that these lads have for their women, and yo, how their love for drink. However, it takes a girl the captain has kidnapped to arouse his gentle side and to stir real love in the bosom of the lieutenant. The very peaceful scene at the finis makes this flicker a little bit more unreal than it appeared heretofore. Most of the acting consisted of striking effective pictures, and there is nothing much to be said for the technical treatment.

"UNITED STATES SMITH"

Gotham
Directed by.....Joseph Henabery
Featuring.....Eddie Gribbon,
Lila Lee, Mickey Bennett, Kenneth Harlan, Earle Marsh.

Every member of the family will enjoy it.

As a theme song, the Sharkey-Riley boxing match is played through the entire film to a crescendo finish. This is undoubtedly directed toward the interest of the male sex, but don't think the women won't enjoy it. They will. The picture which is a trifle slow at the start, quickly picks up speed and maintains it all the way through. It stirs your patriotism, your sense of humor and your sympathy. Eddie Gribbon, as the marine with the hard-boiled exterior, does an excellent and natural piece of acting and is well backed up by Mickey Bennett, Lila Lee and Kenneth Harlan, and Henabery has contributed clever direction.

"FORBIDDEN HOURS"

Metro-Goldwyn-Mayer
Directed by.....Harry Beaumont
Cast.....Ramon Novarro,

Renee Adoree, Dorothy Cummings, Edward Connelly, Roy D'arcy, Alberta Vaughan, Maurice Cannon.

This is a mythical kingdom yarn in which, a young, ill mannered king (at least the director made him so) attempts to sacrifice all for love but is saved the trouble by goings on the audience never finds out about. The direction is extremely poor, in that Beaumont permits his players to do impossible things. The talents of Novarro and Adoree are completely wasted on a silly story.

Why an organization that has been responsible for so many wonderful pictures, permits a picture to be released with an ending such as exists in this one, is a mystery to us.

"ROADHOUSE"

FOX
Directed by.....Richard Rosson
Featuring.....Maria Alba,
Warren Burke, Lionel Barrymore, Julia Swayne Gordon, Tempe Pigott, Eddie Clayton, Jack Oakie, Joe Brown.

Reckless youth theme with moralistic flash makes a fair program picture.

Director Rosson has undoubtedly joined forces with the scenarist in deciding that an attractive title, playing up the jazz-mad generation of to-day a court-room scene, and a very pointed moral at the end make a box-office picture. Most of the story is told through a flash-back and it leaves several characters unaccounted for at the speedy finish, and the boy convicted of a murder he never comitted. Yet the chosen b.o. ingredients are there. Maria Alba, acclaimed one of Spain's beauties, has a good way to go to compare with our own Venuses. Warren Burke gives an adequate performance, and Lionel Barrymore as usual scores.

CONCENSUS OF OPINION

By Blanche F. Livingston

Although "Lost in the Arctic", the new Fox picture at the Gaiety playing at \$2.20 top, sounds like another epic or simply a travelogue, it surprised many by turning out to be an A-1 film backed by real story material as well as excellent camera work. Coming at this time when there is so much discussion about the missing airplanes, it is particularly acceptable.

The Paramount patrons got a big kick out of "Hot News" dealing with the trials and tribulations of the newsreel "scooper" and packed with action and daring feats. Bebe Daniels puts in a lot of hard work and good looks.

M-G-M presented at the Capitol "Forbidden Hours" which is just one of those plays placed in some imaginary kiugdome where the young man of royal blood does not choose to marry a princess. Nothing new. Too bad for Ramon Novarro and Renee Adoree who do their best.

"United States Smith" is charged with honor to the Marines, sentiment, hard-boiled humor and a heavyweight champion boxing match. Because these ingredients have been nicely commingled by Gotham, the picture projected this week on the Hippodrome's screen, delighted the audiences.

What the New York Critics Think

"LOST IN THE ARCTIC"
Times: "Interesting . . . main assets are the facts that it solves a mystery, tells a story and has some excellent photography."

World: ". . . nothing ever posed before a camera in the prearranged fiction of the studio could thrill you half as much."

Post: ". . . is easily the most thrilling picture of the sort every brought to Broadway."

"HOT NEWS"

Eve. World: ". . . only a little better than fair to middling."

N. Y. Eve. Journal: ". . . a rather lame comedy . . . despite the idea that it has an entertaining idea and Bebe works hard at it."

Sun: ". . . is amusing."

"FORBIDDEN HOURS"

Telegraph: ". . . If you are one of those who can believe anything . . . you are going to thoroughly enjoy 'Forbidden Hours' . . . if you are one of the very few who can retain logic and sense . . . you will find the story very trite."

Post: ". . . summer movie fare."
World: ". . . dreary and depressing in the extreme."

"UNITED STATES SMITH"

Eve. World: ". . . crammed with a lot of sentimental, patriotic hokum . . . which all professional Americans will cheer."

Sun: ". . . a somewhat leisurely sentimental piece."

Telegraph: ". . . a well-out from the word go . . . is simple but thoroughly human and sincere."

Sound Featurettes

"WHY BE SERIOUS?"

Movietone-Fox
Featuring.....Will Mahoney
Short but sweet. A dandy number for any house.

Mahoney has a very attractive personality and the moment he steps on the stage, the audience is with him. And he doesn't let them down. Explaining that he is going to give an impersonation of all the "Mammy" songs rolled into one, for a minute he turns his back to the audience until he gets on his colored make-up. Then comes a good burlesque song number with the familiar Al Jolson gestures. For an encore he brings on a kid (baby goat) who doubles with him and choruses an original "mammy".

"SEX LIFE OF THE POLYP"

Movietone-Fox
Featuring.....Robert Benchley
Book by all means and under any condition. The best thing done in the featurette line to date.

Robert Benchley in his "Treasurer's Report" was acclaimed as a hit, a wow and what-not, and probably the only thing that could possibly have surpassed this number would be another and better sketch featuring his inimitable manner of seriousness combined with burlesque. And it has been done in "Sex Life of the Polyp". Not only is the subject matter extremely clever, but Mr. Benchley's delivery is absolutely without equal. A highlight that brought added mirth was Mr. Benchley's slide illustrations.

"COMMUNITY SINGING"

Vitaphone-Warner Bros.
Featuring.....Lynn Cowan
Better for the smaller houses and towns.

Lynn Cowan who is known in the west as a master of ceremonies at Sid Grauman's Egyptian Theatre, has that same disarming and get-together manner by which all in his profession are afflicted. Therefore, he is just the type to quickly make the whole house just one big family. Old time songs are herein favored and with Cowan leading, everyone sings "East Side, West Side", "After the Ball", "Take Me Out to the Ball Game", "My Gal Sal", "Alexander's Rag Time". Should put audience in agreeable mood for what's to follow.

KENNEDY APPOINTS GLAZIER SOUND HEAD

"Changelings" to Be First Talker with George Fitzmaurice Directing

By JOE BLAIR
West Coast Representative

Joseph P. Kennedy, announced the appointment of Benjamin Glazier, as head of the new sound department. The first talking picture under this new arrangement with Glazier at the head will be "Changelings" from the story of Donn Byrne with George Fitzmaurice directing.

Kennedy also announced that First National had no idea of retiring from the production of motion pictures and as evidence of this he cited the fact their schedule for next year will be sixty pictures, many of which will be talking pictures.

Kennedy is returning to New York August 8th, and will, shortly after that, leave on a pleasure and business trip to Europe.

Paramount Active

The Paramount studio is unusually active with eight new productions either in work or are about to start. Those already started are, the Richard Dix picture "Moran of the Marines", "Interference" with Clive Brook and "The Canary Murder Case" with William Powell. Soon to start are, "The Case of Lena Smith, with Esther Ralston, "Divorced Bound" with Florence Vidor, "The Wolf of Wall Street" with George Bancroft and the Emil Jannings production "Sins of the Father".

UNIVERSAL FINISHES "SHOW BOAT" CAST

After six months of careful choosing, Universal has now completed the cast of "Show Boat". Included are Laura La Plante, Joseph Schildkraut, Alan Rubens, Emily Fitzroy, Otis Harlan, Neely Edwards, Jack McDonald, Elsie Bartlett, Gertrude Howard, Jave La Verne, Ralph Yearsley, George Chesebro, Harry Holden, Max Asher, J. Thornton Baston, Jim Coleman, Carl Herlinger, Frank Whitson and Harry Lorraine.

CHAMPIONSHIP BOUT ATTRACTS

(Continued from page 1)

J. J. McCarthy, Sam Katz, Sidney Kent, Sam Morris, Louis Metzger, Howard Deitz, John Hammill, Ralph Kohn, Victor Shapiro, Charles Moyer, Emil Jensen and Herman Starr and A. Pam Blumenthal.

Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

FOR SALE

LECTURE FILMS, SLIDES, MACHINES, bargains. Box 24, Exhibitors DAILY REVIEW.

BUSINESS OPPORTUNITIES

WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

STUDIO GOSSIP

Sam Taylor is a very much sought-after director around the United Artists studio, for having worked on some retakes for "A Woman Disputed". Norma Talmadge wants him for her next picture and Mary Pickford has taken him away from "Love Song" to direct her next production.

And when you talk about being busy, Chester Conklin is that in the superlative. He is making re-takes at FBO and Paramount, working as co-star at First National studio and about to play n Clara Bow's "Three Week-Ends".

Edna Murphy gets a hand and a contract. Because of her work as Fannie Brice's sister in that star's forthcoming Warner-Vitaphone production, the company has signed Edna up for three pictures, one of which is "Stolen Kisses".

Since both Frank Borzage and F. W. Murnau wanted Mary Duncan in their forthcoming Fox productions, "Backwash" and "Our Daily Bread" respectively, a decision was brought in to keep location points on both pictures close together and therefore allow Miss Duncan to play in both pictures at the same time.

Marceline Day has joined the freelancers; that is, probably until someone signs her up. Her contract with M-G-M has expired.

Sally O'Neill's going to get three of Tiffany-Stahl choice morsels this season—"The Flating College", "Applause" and "The Big Top".

Fred Beers, casting director at M-G-M, has had one tough job handed to him and he's begging everyone he meets to send him dwarfs if they know of any. One of the new M-G-M pictures calls for a hundred.

Rumors are going the rounds that the producer, Edward Small, is to get in line and connect with the talkies, and Fannie Brice's name is linked with this item.

Lewis Milestone is on the lookout for a good story for the Lous Wolheim-Ray Griffith team which he will direct for United Artists.

After several weeks in New York where he went to confer on the subject of the Movietone, W. R. Sheehan is back at the studios and we await further developments which will surely follow.

"The Butterfly Chaser" has been chosen as Harold Lloyd's next vehicle. As before decided upon, this of course will be accompanied by sound.

Gilbert Roland's past discloses the fact that his real name is Luis Antonio Damaso and being the son of a toreador, took up the art of bullfighting before his cinema career.

Doris Hill says she should have been twins. She's now appearing before the cameras in two Paramount productions — "Take Me Home" and "Interference".

Ruggles Assigned

Wesley Ruggles has been assigned to direct the new Mary Philbin picture "No Place to Love". Fred McKay, Ruggle's new discovery, will play opposite.

Norma, Good Samaritan

One of the many human interest stories in this business, comes from the United Artists lot where "A Woman Disputed" is being shot. It seems a little stage-struck boy who comes from Alaska and has been hanging around for a number of days, has caught the interest of Director Henry King and Norma Talmadge; has been clothed, fed and given a part in the picture.

Pass "Womanhood"

The N. Y. State Board of Censors has O.K.'d a revised print of "Womanhood", according to Col. Wingate, head of the Commission.

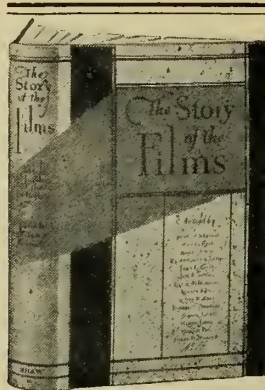
This picture was submitted several times for approval and after suggested eliminations had been made, was finally passed. The picture is controlled by Joseph Klein of the States Cinema Corporation.

NEWS FROM THE UFA STUDIOS

The following foreign stars and directors are now busily engaged in production at the Ufa Studios in Berlin; directors, Alexander Wolkoff, Dr. Rabinowitsch and Noe Bloch, artists, Marcella Albani, Agnes Peterson, Margit Mansted, Gina Manes, Warwick Ward, John Stuart, Rina Marsa, Irena de Liguoro, Suzy Vernon and Arlette Marchal.

The following manuscripts have been secured by Ufa for production shortly; they are "The Girl from Downstairs" a novel by Joseph Delmont; "The Daughter of the Coffeking" a comedy by Robert Misch and "The Model from Montparnasse" by Michael Linsky and Franz Schulz.

Director Hanns Schwarz, under the supervision of Erich Pommer, has just started shooting the exterior scenes for the new Ufa Production, "Hungarian Rhapsody". The leading female roles in this picture are being portrayed by Lil Dagover and Dita Parlo. Willy Fritsch has the leading male part.



Just Published—

"The Story of the Films"

Edited by JOSEPH P. KENNEDY
PRESIDENT, FBO PICTURES CORPORATION

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MUCH has been written about the movies, but here at last is the book that gives the only authentic version of the origin, growth and development of the movies as told by the pioneers of the industry themselves—men of vision, who early recognized the immense possibilities of the motion picture, nursed it through its cradle days, ventured their all of capital and energy upon its future, and reaped great rewards as the infant grew to a giant. Never before have the intimate secrets of filmdom been told so clearly, yet simply. One by one, men like Will Hays, Adolph Zukor, Jesse L. Lasky, Milton Sills, Sidney Kent, Samuel Katz and a host of other outstanding movie personalities talk as face to face with you, answering practically every important question on how motion pictures are made, sold, and shown.



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DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off

FIVE CENTS

VOL. 24 No. 24

New York, Monday, July 30, 1928

OBSERVATIONS

Danger

Reports from several sections of the country indicate that exhibitors, in an effort to stimulate business are cutting admission prices. Our experience, personal and otherwise, has been that this is a very dangerous procedure and should be approached carefully.

The Public

The public have always been willing to pay for what they want. If, in their estimation, the attraction seems to have sufficient entertainment, they will buy. Poor pictures, at reduced prices hold no inducement. Never have and never will.

Another Angle

It never pays to give big values and play to more people with less revenue at the box office; nor does it pay to cheapen the industry and demoralize your theatre by slashing admissions. There is nothing the exhibitor can do that will so upset his patrons as the switching of prices. One price today or this month and another later, then back to a different scale, has an effect of "jobbing" and one that is a certain loss.

Competition

In most every section today, exhibitors have competition. It has always proved the height of folly to start a price war with your opposition. We once had a very sad experience with such a fight. In this instance, it was a three way fight.

The Fight

Things were not going so well and our pictures were not of the best. We reduced our price to Ten cents. The effect was great. Did big business. Our nearest competitor felt the strain on his box office and he cut to my price. Business continued good but not as good as it had been before the other fellow joined us in slashing the admission. Then the third house reduced his price to meet ours. Business reverted back to the position it maintained before we cut the price. We were playing to the same number of paid admissions, but with fifty percent less revenue. The result being we were forced out altogether, as we found it impossible to reinstate the former admission and get the same attendance we had before the cut was instituted. (Continued on page 2)

\$3,870,000 BIGGEST P-F-L NET PROFIT

First Six Months Breaks Previous Records—Most Prosperous Year

Paramount Famous Lasky Corporation estimates its profit, after all charges and taxes, including its undistributed share of earnings of the Balaban & Katz Corporation, a sixty-five per cent. owned subsidiary, for the six months period ending June 30, 1928, to be the sum of \$3,870,000 and for the quarter ending the same date, to be the sum of \$1,605,000.

These earnings amount to \$5.63 per share for the six months' period, and \$2.33 per share for the three months' period ending on that date, on the 687,443 shares issued and outstanding.

A comparison of the six months' figures for 1926, 1927 and 1928 shows \$2,587,500 in 1926; \$3,532,300 in 1927 and \$3,870,000 in 1928, which last figure is approximately 9% ahead of the corresponding six months in 1927.

EASTMAN-KODAK SEWS UP CHEMICAL SUPPLY

The Eastman Kodak Company has assured itself of a plentiful supply of chemicals necessary in the manufacture of its raw stock, by the establishment in 1920 of the Tennessee Eastman Corporation, whose products make the Eastman Kodak company independent of any emergency.

The enterprise is located in Kingsport, Tenn., a model city, and the company owns 30,000 acres of timber land in Southern States the products of which are turned into methanol, acetone and other constituents of film manufacture.

Ungar in Town

Arthur Ungar, west coast representative for Variety, is in town with Mrs. Ungar for a short stay.

UNIVERSAL EARNS \$1.94 PER SHARE FOR 6 MOS.

The Universal Pictures Company, Inc., and subsidiaries report for the six months ended on May 5, 1928, a net income of \$651,133, equivalent, after all charges and Federal taxes, to \$1.94 a share on 250,000 common shares outstanding. This compares with a net income of \$543,814, or \$1.46 a common share, for the same period last year.

"The Terror" Aug. 15

Warner Bros. latest all-talkie without titles, "The Terror" taken from a London dramatic stage success, will be the next Vitaphone feature to go into the Warner Theatre to succeed "The Lion and the Mouse", and will open about August 15th.

FIVE DISTRIBUTORS WIN BICYCLING AWARD

\$4,553 Largest Amount Granted by Washington Arbitration Board NIZER VICTORY

Leading distributors such as Paramount, First National, Pathe, Universal and United Artists have scored another victory against the practice of bicycling and holding over of film beyond contract agreements.

The above companies brought claims before the Washington Film Board of Trade against George W. Payette, Jr. and William Dalke, operating theatres in Virginia, for holding over playing time on a number of features and for bicycling the Pathe and International (Continued on page 2)

Otterson to England

LONDON—J. E. Otterson, President of Electrical Research Products is reported on his way here. Engineers of that company are already in London and are awaiting the arrival of 6 sound units for Movietone and Vitaphone reproduction in theatres, which are expected by the end of September. These will be installed in British key houses.

Dodge Appointed

Harry Dodge has been appointed by Al Lichtman manager of United Artists, Cleveland exchange.

\$202,500,000 Available for British Phototone Talkies

By SAM HARRIS
Proprietor "Today's Cinema"

LONDON — The \$7,500,000 public stock issue of the British Phototone, talking film apparatus, was over-subscribed in 5 minutes within its appearance on the London stock exchange.

A late check-up of all applications revealed that the issue was over-subscribed 27 times the amount asked, which means that the British public was willing to invest \$202,500,000 in talking films right off the

SUP. COURT DENIES M-G-M INJUNCTION

Sapiro to Seek Renewal of Motion on New Grounds

TRIAL MAY FOLLOW

It was learned Saturday, just before close of the Supreme Court that Judge Sherman had denied the temporary injunction asked by Aaron Sapiro and the I.M.P.E.A. against Metro-Goldwyn-Mayer Corporation, and filed his decision in the Special Term, Part 1, on 12:30 Saturday.

Judge Sherman was out of town but his secretary announced what the decision would be and advised that the papers were being filed with the clerk of the court.

Aaron Sapiro Saturday expressed disappointment at the news and said he had not received any notification of the decision and until he had done so, would not be able to determine what his procedure would (Continued on page 3)

Modify French Quota

Decree-Shorts in Free

PARIS—There have been a number of modifications in the French Quota Decree, chief of which is permission for foreign short subjects up to 600 meters to enter the country duty free.

The quota year will be counted from September 30th until October 1st. Only 500 pictures will be allowed into France from Abroad in this time.

Smith Goes West

Cresson E. Smith, assistant general sales manager of United Artists Corporation, has left New York on a sales trip to midwest exchanges in the interest of United Artists eighteen new pictures.

bat. The new company is holding board meetings and hopes to have Phototone installed and films actually showing within 4 months. The installation cost of the apparatus will not be more than \$1,500 and 12 service stations throughout England will be established.

The Ludwig Blattner Corporation has contracted to make 12 special sound films at Elstree for Phototone and British Instructional will make a series of one-reelers.

DAILY REVIEW

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hempsstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. I.

Canadian Office: Canadian Moving Picture Distributor, 259 Spadina Ave., Toronto, Canada.



New York: — Frank Pope, his household goods, gods, goddesses and the family dog leave next week to take up permanent residence on the coast, so good bye, Frank, and of course good luck . . . Tom Gerety, the ambidextrous Metro ad writer, is spending a vacation by grabbing off a couple of week's golfing on some unnamed mountain course . . . Frank Conklin, mayor of Sea Cliff, can't see why Si Seadler is in need of a bodyguard, and such a handsome one, too . . . Peter J. Brady, who presides a big bank when he is not labor leading is one of the banker members of the Motion Picture Club . . . Louis B. Mayer, following Mr. Coolidge's precepts, announces that he has done a little choosing—he chooses to be a Republican in spite of Mayor Walker and high water . . . Joseph Pollak, head of National Screen Service, has an ideal valet—Jap refused to let his boss buy him a forty dollar ticket to the fight because he preferred the radio . . . Walter Futter thought well of Heeney's chances in the big fight, and that's what made him as he is today . . . Jack Alicote is undecided as to which sport is the most healthful exercise — golf or bridge and he's good at both . . . George Blair, of the Eastman Company, is expected in New York for a few days early next week . . . Billy Brandt has been mysteriously missing for a couple of weeks and rumor has it that he is in training for the big house warming party of the Motion Picture Club . . . Alex Moss, of Columbia Pictures, says he feels certain that some of Tex Rickard's ringside seats were worth at least two dollars . . . Bruce Gallup is playing in tough luck—those A.M. P.A. boys are still trying to force another presidential term on him, and maybe he can't escape . . . Jimmy Grabner, who thinks nothing of jumping all over the country — made a notable trip yesterday, actually visiting Times Square . . .

REISMAN RE-ALLOCATES NEW FIELD STAFF

Phil Reisman, General Sales Manager of Pathe, announces some changes in the territories of the Division Managers, made to secure greater efficiency.

As now defined, Stanley Jacques, manager of the Central Division, has the Chicago, Cincinnati, Des Moines, Indianapolis, Milwaukee, Minneapolis, Omaha, Kansas City and St. Louis offices under his supervision.

L. W. Weir, manager of the Western Division, the Denver, Los Angeles, Portland, Salt Lake City, San Francisco and Seattle offices; Dan Michalove, manager of the Southern Division, the Atlanta, Charlotte, Dallas, Memphis, Oklahoma City and New Orleans offices; while the Albany, Boston, Buffalo, Cleveland, Detroit, New Haven, New York, Philadelphia, Pittsburgh and Washington offices are supervised by the Home Office, assisted by L. J. Hacking.

Dowling Closes FBO Deal for Cuba Rights

Ambrose S. Dowling, manager of FBO Export Corporation this week closed a deal with the Cuban American Film Company of Havana for the distribution of the FBO product in Cuba.

Negotiations were consummated between Mr. Dowling and Pedro and Serafin Saenz, through their New York representative, Felipe Mier.

Remodelling Central for "Lilac Time"

First National Pictures is remodelling the lobby of the Central Theatre for the premiere of "Lilac Time," Colleen Moore's special George Fitzmaurice production which begins an extended run at that house on August 3. The decorative motif will be lilacs and air-planes, reflecting the love symbol and aviation sequences in the picture.

Five Distributors Win Bicycling Award

(Continued from page 1)
Newsreels. Sam Boyd of Washington was attorney for the exhibitors and Louis Nizer of New York for the plaintiffs.

The exhibitors filed motions with the Arbitration Board claiming that the complaints should be stricken out because they were indefinite in detail and also because they requested damages under the copyright law.

The Board decided against these motions and upheld the complaints, the reason being that motion procedure would not be recognized before arbitration boards since it would drag in the legal technicalities of law courts, which would destroy the chief object of arbitration, viz, the elimination of time delay.

Exhibitors contended that they had oral agreements with the distributors but Nizer held that such agreements were invalid and that the exhibitors and distributors stand united on one thing, and that is stamping out dishonesty from the business.

The decision was in favor of the distributors for awards totaling \$4,553, the largest amount ever granted in this territory.

Hollywood Previews

"CELEBRITY"

A Pathe Picture.

Director Tay Garnett
Cast Robert Armstrong,
Lina Basquette, Clyde Cook, Dot Farley.

After some cutting and editing, should go over big in any type of house. Splendid acting and good direction put it where it is. Believe Garnett will go a long way after seeing the way he has handled the megaphone on this one. As to the acting, honors can almost be equally divided among Robert Armstrong, Lina Basquette, Clyde Cook and Dot Farley. Armstrong is the dumb prize-fighter who gets his publicity by pretending to be a literary hound and a home boy. There are some new and good gags; some dandy titles and a strong finish.

"THE WHIP"

A First National Picture

Director Charles Brabin
Cast Dorothy Mackaill,
Ralph Forbes, Marc McDermott,
Lowell Sherman, Anna Q. Nilsson, Albert Gran, Louis Payne.

Lavishing produced, "The Whip" looks like one of the "ten best". Director Charles Brabin has turned in a perfect piece of work, if there be such a thing. Here is a tale of old England among the aristocracy; a tale embellished by beautiful women, exquisite settings, and an exciting race. Dorothy Mackaill has never been seen to such good advantage, while each member in the cast throws himself into the part and makes for a fine whole. Good continuity, lighting and photography lend the make this a quality picture which even discriminating audiences will find to their taste.

"LOVE OVER NIGHT"

A Pathe Picture

Director Edward H. Griffith
Cast Rod La Rocque,
Jeanette Loff, Mary Carr, Richard Tucker, Tom Kennedy.

This is light, airy stuff that is certain to please any audience. There isn't much substance to the story, but it is fast moving, with plenty of comical situations that will please. The plot has all the complications in it that could possibly be thought of. The film opens with a dumb young man who works as a money changer in the subway. He strikes up an acquaintance with a pretty girl, poses as a poet, is taken for a crook, has a swift romance and many other exciting adventures. The cast is quite good, but honors go to Tom Kennedy.

OBSERVATIONS

(Continued from page 1)

Give Thought

Exhibitors should give plenty of thought before rushing in with an admission slash. The public will pay Twenty-five cents for a good attraction much quicker than Ten cents for a poor one. And if you give them too much for a set price to stimulate poor business, the effect of returning to a program that will not offer as much entertainment, when business returns to normal, will never prove satisfactory.

WILKERSON

"CALFORD IN THE MOVIES"

A Universal Picture

Director Carl Laemmle, Jr.
Cast George Lewis,
Dorothy Gulliver, Eddie Phillips, Churchill Ross, Hayden Stevenson

This is one of the Collegian series and can be classed among the best of these productions. Dorothy Gulliver and George Lewis again take the leads and are extremely at home in the parts. In fact they carry more love interest in this one, than must of those in the past. It would have been a hard job for Director Ross to go wrong in this one because the college gang all go into the movies, and he certainly should know what situations can result from this move.

"THE GHETTO"

A Tiffany-Sthal Picture

Director Norman Taurog
Cast George Jessel,
Kwen Lee, Margaret Quimby,
William H. Strauss, Rosa Rosanova, Richard Tucker, Gayne Whitman, Mary Doran

Has splendid box-office values. This is again a story of the ghetto and in actual story material, is not so different from its cousins. It is about the boy who would not be a jeweler because of his urge to go on the stage, which he does making such a success that his parents are satisfied. But regardless of that Georgie Jessel is so much in earnest that he simply hypnotizes you and puts the story over with a bang. His supports are also well chosen. Congratulations are due Taurog for this is his first feature length directorial effort and he knows his stuff.

"GOLF WIDOWS"

A Columbia Picture

Director Earl C. Kenton
Cast Very Reynolds,
Harrison Ford, Sallie Rand, Kathleen Key, Vernon Dent, John Patrick, Will Stanton.

Doesn't click. Lacks originality. Too jumpy. The title "Golf Widows" is particularly attractive and should have been backed up with a better story, and certainly one claiming some right to the word "golf". It is the case of a rose-by-any-other-name, for the tale is just one of wives who believe turn-about is fair play and go after other men when their husbands neglect them, and this has been done before whether the reason be golf or no. Comment on the acting would be useless because no one is given a chance.

"BEAUTIFUL BUT DUMB"

A Tiffany-Sthal Picture

Director Elmer Clifton
Cast Patsy Ruth Miller,
Charles Byer, Gretel Yoltz,
George Stone, Bill Irving.

Probably not first-run material, but will delight audiences in second and third rate houses. This story is revolves around the many comic situations arising when the staid secretary earns her letters in the art of love and goes after her very matter-of-fact boss. Director Clifton has given this just the character it needs. Patsy Ruth Miller is excellent in the lead and both Charles Byer and Gretel Yoltz turn in good performances. Photography's good but settings are a little overdone.

Broadway Theatres

WINGS—Criterion. Paramount production. Fifty-first week. Steady influx.

TEMPEST—Embassy. United Artists production. Eleventh week. Business increases with run.

THE LION AND THE MOUSE—Warner. Warner production. Seventh week. Remains popular.

THE RED DANCE—Globe. Fox production. Sixth week. Receipts dropping off.

LOST IN THE ARCTIC—Gaiety. Fox production. Received enthusiastic reception.

WHITE SHADOWS IN THE SOUTH SEAS—Astor. M-G-M production. Opens Tuesday evening with synchronization.

STREET ANGEL—Roxxy. Fox production. Third week at popular prices.

WARMING UP—Rivoli. Paramount production. Second week after one week at the Paramount and doing well.

THE RACKET—Rialto. Paramount production. Now in its second week here and third on Broadway.

AT YALE—Strand. Pathe production. Starring Rod La Rocque.

BEAU BROADWAY—Capitol. M-G-M production, featuring Lew Cody and Aileen Pringle.

LOVES OF AN ACTRESS—Paramount. Paramount production. Starring Pola Negri. With sound synchronization.

PORT OF MISSING GIRLS—Hippodrome. Brenda production. With Barbara Bedford and Malcolm McGregor.

POTEMKIN AND CZAR IVAN THE TERRIBLE—Cameo. Two revivals.

Screen Celebrities to

Attend "Shadows" Tues.

Among the stage and screen celebrities who are expected to attend the premiere of M-G-M's "White Shadows in the South Seas", tomorrow evening are: Mr. and Mrs. Hal Roach, Mary Eaton, Oscar Shaw, Jack Pickford, Will Rogers, Mr. and Mrs. Thomas Meighan, Virginia Lee Corbin, Monta Bell, Lya de Putti and Gertrude Lawrence.

E. Taylor Here

Estelle Taylor, featured with Ralph Ince in FBO's "Singapore Mutiny" arrives in New York this morning after completing the last scene in "Singapore Mutiny".

Ince directed the production in addition to portraying the leading male role.

Columbia Opens Own

St. Louis Exchange

Joe Brandt, President of Columbia Pictures Corporation, announced this week the opening of the company's own exchange, located temporarily at 3330 Olive Street, St. Louis. It is to be known as the Columbia Midwest Exchanges.

Rosenbaum to Start

Million Dollar House

Spokane's long promised Million Dollar Theatre seems about to materialize at last, according to rumors now current.

Mr. L. N. Rosenbaum, who heads the interests, says that in the very near future construction will start and the contracts are now being made.

HUGHES TURNS THUMBS DOWN

Angel of "Hell's Angels"
High and Dry — It's
Crackers and Milk Now

By JOE BLAIR
West Coast Representative

Howard Hughes, young head of Caddo productions and as such producer of "Two Arabian Knights", "The Racket", "The Mating Call" and "Hell's Angels" is on the war path. No doubt Hughes, has lived and has learned. He has ordered cuts in every department of his production organization and what was formerly the "great Gatsby" of production and the most lavish spender ever seen in Hollywood picture circles, is now dealing them out in nickles and dimes.

There is wailing and moaning on all sides. Christmas is over and Santa Claus has gone. Beautiful limousines that formerly carted them to location work on Caddo productions are now supplanted with an old Reo bus. The banquet lunches are now sandwiches and milk and extra checks have dwindled from the Fifty-Forty and Thirty Dollar variety, to the mere Seven Fifty a day.

Hughes has sunk around Five Million in four pictures. Half of them with a negative advance from the distributor of only Four Hundred and Fifty Thousand. It will take him a long time to get back anything near his actual cost on such advances.

Fox Retiring from

Westerns Market

Fox Films have issued a denial that Fred Thomson or any other Western star had joined the organization. Rex Bell has completed "The Girl-Shy Cowboy", the third of his productions for Fox, and will appear in seven Westerns for release next season.

No other Western pictures have been scheduled for production or release by Fox Film Corporation, which appears to be retiring from the Western market.

"Motherhood" Passed

To correct a wrong statement of a film submitted by Joseph Klein to the Censors for license, the name given in Friday's issue was "Womanhood". The title should have read "Motherhood". It was passed.

Rice Appointed

D. E. Rice has been appointed district manager of the Universal-California Theatres succeeding Manny Feldstein, resigned. Rice will have supervision over the Yost Broadway, Spurgeon and West End Theatres in Santa Ana, the Scenic and Strand Theatres in Whittier and the Rialto and Mission Court Theatres in Fullerton, California.

Hold over "Crime"

"The Perfect Crime" an FBO special production with Clive Brook and Irene Rich in leading roles, has been held over for a second week at the United Artists Theatre, Detroit.

This theatre also booked "Hit of the Show" for a week's engagement.

KENNEDY MUST SLICE
1ST NAT'L. PROD. COSTS

Joseph P. Kennedy seems to have served notice on everyone connected with First National studios because the tremendous production costs that have existed in this organization in the past will have to be cut and in cutting the cost, he doesn't intend that production values will be lowered accordingly.

With this in view, contracts of stars, players, directors and writers hereafter will be based on a series of pictures or for single productions. In other words, a guaranteed weekly salary is a thing of the past. This, of course, will go in effect only on completion of the contracts of the various stars, players, writers and directors.

Kennedy seems to feel that methods employed at the FBO studio will work with equal effect at First National.

Not only will stars, directors, actors and writers be cut, but the personnel of every department will be reduced to a minimum. It being Kennedy's impression that efficiency will of necessity not be accomplished by a great number of employees in any specified department. Accordingly there is hardly any question but what the axe has only started to fall at First National.

Production at "U"

Reaches New Peak

With thirteen productions being filmed and four in the final stages of preparation, activity on the Universal lot has reached a new peak for the year, according to an announcement by Pres. Carl Laemmle.

Production of "Show Boat" has been started; "The Last Warning" is in its final stages; and Edward Sloman is winding up work in "The Girl on the Barge".

William Wyler has just completed "The Shakedown". Leigh Jason is directing "Eyes of the Underworld" and Josef Levigard is directing "Born to the Saddle".

Sup. Court Denies

M-G-M Injunction

(Continued from page 1)

now be.

He felt that there are justifiable grounds in asking the injunction and intimated that he would probably renew the motion on another basis satisfactory to the Court.

Robert T. Swain of Cravath, Henderson and DeGersdorff represented M-G-M in the controversy. Should further appeals for an injunction by the I.M.P.E.A. fail, the court may set a definite date for trial of the case, grounds for which will probably be conspiracy to induce breach of M & S contracts.

Rothacker Enroute

LOS ANGELES—Watterson R. Rothacker is enroute to New York where he will sail for Europe in August.

\$500,000 House

DARBY, Pa.—The largest theatre in Delaware County, seating 2,500 has been started here. It is the Parker Theatre which will cost \$500,000. Opening will take place October 1st.

STUDIO GOSSIP

"Humming Wires", the first of Tim McCoy's starring Indian pictures, will go into production within the next few days. This will be followed by "Sioux Blood". Both will be directed by John Waters at the M-G-M studios.

After learning that Phillip Holmes, the Princeton sophomore who was given an important part in Charles Rogers' Paramount picture "Varsity", we further discovered that he is no other than the son of Taylor Holmes.

There is a great changed Gilbert Roland over at the United Artists' studio where "The Woman Disputed" is being filmed. By the close-cropping of his wavy, black hair, he has taken on a steamer appearance.

Carlyle Blackwell, Benita Hume and Gordon Harker will be featured in the Gainsborough production, "The Wrecker" under the direction of G. Bolvary.

Majorie Beebe wins the feminine lead in "Homesick", the latest Fox picture to go into production. It is an original story by Jones Stone.

But we do know this much—that Fox has established Helen Ware the actress from the legitimate stage as head of a Movietone department which will train the company's players for voice recording.

And that her husband, Fred Burt who came East with her and is also known on the stage will in all probability appear in some Movietone numbers.

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Why they are flocking to FOX

Nº2



**Harry
Zeitz**

T. B. BAYLIES
MANAGING DIRECTOR

STATE THEATRE
AND
NEW BEDFORD THEATRE
NEW BEDFORD, MASS.

HARRY ZEITZ
BUSINESS MANAGER

July 21, 1928.

Mr. James Grainger,
Fox Film Corporation,
New York City.

My dear Mr. Grainger:

Why did I buy the Fox pictures?
For the very good reason that we
couldn't afford to pass them up.

We played the Fox pictures this last
season and were so well pleased with the quality of
production, the stars and the box-office results that
with the pictures announced for the coming season, we
could not afford if we were to continue as the leaders
in the local field, to permit your output to go else-
where. With such outstanding successes as "Street
Angel," "Four Sons," "Sunrise," "Mother Machree,"
"Fazil," "The Red Dance" on your list of forthcoming
releases, already proven their worth at the box-office,
we know that we have attractions already sold when they
reach our theatres.

Very truly yours,

Harry Zeitz

**There's no question about who's
got the PROFIT PICTURES for 1928-29...**

**STREET ANGEL — SUNRISE — FAZIL
THE RED DANCE — FOUR SONS — MOTHER MACHREE**

They're all \$2 Broadway Specials — Played and Proved!

FOX is your one best bet NOW

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 25

New, York, Tuesday, July 31, 1928

FIVE CENTS

OBSERVATIONS

A Body Blow

The refusal of Judge Sherman in the Supreme Court to grant an injunction in the case of the Independent Motion Picture Exhibitors Association vs Metro-Goldwyn-Mayer, is a body blow to that organization in general and Aaron Sapiro in particular. Much importance is attached to this decision for had it been granted, this independent group would have shown sufficient strength to carry-on where other similar organizations had failed. But as it is, it seems the beginning of the end.

Hope

There is still hope though. That hope rests in the possibility of Sapiro, after being able to serve the Mayer-Schneider group, getting an injunction to restrain M. & S. from buying pictures from M-G-M or any other distributor as per their contract with the organization he represents. But this hope is faint in view of the decision just granted, it practically covers the same ground and, no doubt, the same judge or even another one, would be guided by this decision in adjudging the merits of the other.

Curtains

In retaining Sapiro, this independent group of exhibitors realized that he did not know pictures, but he did know organization and would accordingly organize them and keep them in line. They figured if any of their number slipped out the side door, as was the case with Mayer & Schneider, he could pull them back in the front way and failing in this, could muster enough strength to compel any of the distributors from dealing with them. He has failed in both and failing, it looks like curtains for him.

Another Course

In so far as this decision is concerned, Sapiro could appeal to higher courts, but this could not be heard until December. Without the appeal he could insist on trial and this could hardly be accomplished before a year. In either case, very few of the exhibitors would care to wait for that length of time.

Merger

Sapiro and his group evidently sensed reversals such as has just occurred, for B. S. Moss has already been recruited with the thought of forming a stronger

(Continued on page 2)

Eastman Demonstration of New Color Photography

Sapiro Hard Hit by Failure to Enjoin M-G-M---Not to Appeal

I.M.P.E.A. DENIES EDICT PREVENTS INJUNCTION

Herbert R. Ebenstein yesterday pointed out that the Court did not deny the right of injunction in the M & S and M-G-M matter.

"The determination of the issue will not be long delayed," said Mr. Ebenstein, "when the courts finally come to the point of considering the merits of our case, which they have not yet done."

"There is little doubt in our minds and in the minds of our attorneys as to what the decision will be."

"In the proceedings against M-G-M, the preliminary injunction was denied because it was impossible to settle the disputed questions of

(Continued on page 2)

\$8 A SHARE SEEN AS FOX 1928 NET PROFIT

The net profit for the year ending 1928, of the Fox Film Corporation may total \$8.00 a share on the 767,216 shares of capital stock now outstanding, as compared with the \$6.24 per share earned on 500,000 shares last year.

Contracts for films with theatres owned by Paramount-Balaban & Katz-Publix group will bring additional income of well over \$1,000,000 to the Fox organization, starting next Fall.

The Poli Theatres are also expected to add from \$500,000 to \$750,000 to Fox's film gross rentals next year and the full benefit from the company's expansion in production and

(Continued on page 2)

HAMMONS CONFIRMS VOCAFILM STAGE PRODUCTION TIE-UP

Earl Hammons, President of Educational Film Exchanges, Inc., yesterday confirmed the exclusive story printed in Exhibitors DAILY REVIEW on July 18th, that the A. H. Woods Theatrical organization had closed a deal with Vocafilm and would produce old stage successes in talking films.

Hammons stated that according

Felix Feist Declares Decision Only Just One—Full Text Appended

According to Aaron Sapiro, the I.M.P.E.A. will probably ask leave of the court to renew the motion asking an injunction against Metro-Goldwyn-Mayer, but may concentrate all efforts to get a certain kind of service on Mayer & Schneider before doing so, as the Court seems to think that it is most important that service take place on M. & S. This may be the first step taken.

Sapiro declared he would not ap-

(Continued on page 2)

FIRST M-G-M SOUND FILM HAS PREMIERE

Metro-Goldwyn-Mayer's first sound picture, "White Shadows in the South Seas," will have its premiere at the Astor Theatre tonight. Synchronization with sound of this film, which was made by Cosmopolitan entirely in Tahiti, was done under the supervision of Major Edward Bowes, William Axt, and David Mendoza. A surrounding movietone programme has been provided.

Monte Blue and Raquel Torres, who makes her screen debut, have the leading roles, and Robert Anderson is the villain. W. S. VanDyke directed.

Luce Head Resigns

ROME—Dr. De Feo, formerly head of the Italian LUCE film organization, has resigned his post to take up duties in the International Institute of Education.

Print Difficulties Retard Immediate Use by Professionals

3 PRIMARY FILTERS

George Eastman, Chairman of the Board of the Eastman Kodak Company, who demonstrated his company's new color film process to a party of distinguished scientists yesterday, stated that the new color film had been perfected for amateur use, but a number of adaptations remain to be made, before it can be used professionally.

"Difficulties of taking colored prints from the original negatives

(Continued on page 3)

New Talking Negative Stock Being Perfected

The Eastman Kodak Company is experimenting with a new and improved raw stock for talking picture producers. Whatever changes are made in the panchromatic negative now widely in use, will take place in the emulsion.

"The Eastman speaking film holds good possibilities but is not likely to be perfected for some time," stated George Eastman yesterday in Rochester.

FITZER GETS LOEW'S BUFFALO FOR 10 YEARS

BUFFALO—The former Loew Theatre here has been leased to the Pitzer Buffalo Corporation for a term of 10 years, with an annual rental of approximately \$100,000. Seating capacity is 3,500.

The name of the theatre has been

(Continued on page 3)

Clara Kimball Young Returns to Pictures!

Ring out the bells and open wide the box-offices! For Clara Kimball Young, matinee idol of boarding school girls a decade ago, has come back to pictures and has been signed to appear in "Mardi Gras," which the Aetna Film Corporation will make.

The picture will begin production at the Manhattan Studios on August 6th. Anthony Paterno is reported to be the chief power behind the new producing company, to the extent of \$100,000.

(Continued on page 4)

DAILY REVIEW

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London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Distributor, 259 Spadina Ave., Toronto, Canada.



New York: — Pat Garyn says a double crosser is a man who will slap you on your back before your face and slap you in the face behind your back . . . Jack Fuld is here from Canada helping put over a big Broadway picture but modestly declines to say which one it is . . . Lon Jacobson says "Lost in the Arctic" is a good picture about polar bears . . . Dr. Hugo Reisenfeld came in from Camden, N. J. yesterday to eat lunch with Abe Meyer at the Astor . . . Wayne Pierson is road showing "The Fall of St. Petersburg" and "Dawn" and going great guns with house records falling so often that he's quit keeping track of such minor details . . . I. E. Chadwick, just back from the coast, held a reception at lunch time yesterday in the Hunting Room . . . Watty Rothaker is due in New York this week, en route to Europe for an extensive vacation . . . Carroll Trowbridge, who has been ill, is better and will leave shortly for the coast for a conference with Mary . . . John Zauit has taken charge of the new Fox purchase—the Poli Circuit—and is expected soon to acquire a Boston accent for New England use . . . Lee Ochs, as a side line to his many other gratis tasks, is handling the T.O.C.C. year book . . . Joe Seider, disguised behind a heavy beard, visited the Astor barber shop yesterday and when he came out no one knew him . . . Cresson E. Smith, assistant to Al Lichtman, has departed on a midwest selling trip . . . Sammy Sax, having strutted his stuff here for a couple of weeks, is expected to return to the coast next week . . . Mort Spring lost his bearings yesterday and got into the Hunting Room instead of the north dining room and looked lonesome . . .

SAX SEEKING BIG RELEASE FOR "C.M."

"Companionate Marriage," the Sam Sax Production based on the book by Judge Ben Lindsey may receive distribution through one of the big companies.

The picture which was not scheduled for this year's release by Gotham, was originally made to be road-showed but 'Sax is looking around to get some big money for it. It was screened for Ned Depinet of First National, last week, but no decision has been reached by that company regarding its release. Other distributors may take a look at it this week.

Sapiro Hard Hit by Failure to Enjoin M-G-M

(Continued from page 1)

peal from the Sherman decision to Appellate Division of the Supreme Court nor would he serve notice of trial on M-G-M, at this time, preferring to pursue the M. & S. matter first.

Felix Feist, General Sales Manager of Metro-Goldwyn-Mayer Corp., yesterday stated that the decision was the only one that could be rendered under the circumstances, in his opinion. "M-G-M has breached no contracts or done anything illegal, improper or unethical. They have proper contracts with Mayer & Schneider, who claimed they were not members of the Sapiro organization, when they signed the contracts."

The full text of the decision follows:

"Independent Motion Picture Exhibitors Ass'n, Inc., vs. Metro-Goldwyn-Mayer Distribution Corp'n et al.—The equitable relief sought by plaintiff upon this motion cannot be granted. Only one defendant, the Metro-Goldwyn-Mayer Distributing Corporation, has been brought into court; the injunction order, if granted, would forbid defendant, a producer and dealer in motion picture films for exhibition in theatres, to deliver film to the unserved defendants, owners of theatres who have purchased the product from the Metro-Goldwyn-Mayer Distributing Corporation for exhibition in their respective theatres. Such a drastic order which might cause grave damage to these theatre owners manifestly should not issue without their presence in the suit.

Moreover, the matter set forth in the moving papers as ground for injunctive relief, which charges the Metro-Goldwyn-Mayer Distributing Corporation with having induced these several unserved theatre owners to break their contract with plaintiff, is denied. Therefore, even if it were assumed that the statements contained in the moving papers are sufficient as averments of fact to set forth a cause of action, an issue of fact is presented. Under these circumstances there is no occasion to inquire at this juncture into the interesting questions of law which are presented by briefs, for the well settled practice of this court requires that such a dispute of fact shall be determined not upon a motion for an injunction pendente lite, but upon the trial of the action.

New Strand Ready

Moe Mark, head of the Mark Strand Corporation will shortly announce the policy of the new Mark Strand Theatre in Utica, N. Y. which will be completed August 1st, at a cost of \$1,500,000.

Exhibitors Co-Operative, Ltd. Merges 50 Theatre Owners

Baillie, Toronto Theatre Man Heads New Group—Lennon Film Buyer

TORONTO — Forty to fifty independent theatre owners in this district have combined their general activities in a new company called Exhibitors' Co-Operative, Ltd., and through the merger hope to improve service to their customers and secure the opportunity of buying pictures to better advantage. No exchange will be frozen out and it is expected the public will reap the benefit of increased profits and earnings.

Personnel of the new company includes J. Earl Lawson, Toronto lawyer, Bill Baillie, exhibitor, Pres., Nat Taylor, Sec'y-Treas. and Bud Lennon, film Buyer. The company is affiliated with the Coleman Electric Co. for the purchase of all theatre supplies. A Board of Directors with 31 members has been formed to manage the affairs of the company.

An outline of the new co-operative enterprise, divulges that it is organized under the Co-operative laws of Ontario for mutual protection and benefit of exhibitors; is organized on a basis of collective film and supplies buying to obtain strength in combined buying power; to buy film for individual members at prices they will specify; to split the profits among the members in ratio to their film purchases for the year and in accordance with the laws of the province.

Artclass Finish 3 "Embarrassing Moments"

Three of the novel comedy series, "Embarrassing Moments", announced a short time ago by Weiss Brothers' Artclass Pictures Corporation are now completed and ready for release, according to Max Weiss, president and general manager of the company's sales and distribution activities.

Territorial rights are still open in a few sections and the series may be booked at any time during the course of production. To get full value from their audiences, however, theatres booking early will secure the greatest results.

I.M.P.E.A. Denies Edict Prevents Injunction

(Continued from page 1)

fact in the absence of owners of the theatres involved."

Ebenstein took occasion to point out that some time ago, the attorney for M. & S. had made various statements about bringing suit to test the validity of the Association's contract, but no suit has ever been instituted.

Now when an opportunity was presented, his clients (M. & S.) sought to evade the issue, one member eventually having to leave town in order to avoid being served.

Joelson Closes House

Julius Joelson, Bronx exhibitor, has given up the lease on his Ritz Theatre at 180th Street & Boston Road which is owned by the Consolidated Amusement Co. The theatre will be closed indefinitely.

MIZNER COINS A NEW ONE

Wilson Mizner, worlds wit, realtor, gambler, author, playwright and more recently, dispenser of expensive stories for motion pictures, has coined a new one. This time it is "tell-shock".

Wilson says, "I have told so many stories and sold so few, I am suffering from an acute attack of "tell-shock".

SPRING-STAUSS DENY SEVERANCE FROM F. N.

In direct reverse to a Coast report that Sam Spring, Sec'y-Treasurer of First National Pictures and Florence Strauss, head of the scenario department would resign from the company, both officials yesterday strenuously denied that such was the case.

Mrs. Strauss stated she expected to remain with the company for a long time and Mr. Spring was also emphatic in the untruth of the rumor.

Pinanski Gets Gorman Theatre Interests

BOSTON—The L. P. Gorman interests in the Maine and State Theatres of Portland, Me., may be purchased by the New England Theatres Operating Corporation, headed by Samuel Pinauski.

The Netoco group will probably have a chain of over 30 theatres with the acquisition of the Gorman theatres. The State in Portland is being built.

OBSERVATIONS

(Continued from page 1)

organization, in that Moss, in association with strong financial interests, would buy a controlling interest in all the theatres thereby merging the properties into a large circuit. We understand progress is being made in this direction.

WILKERSON

\$8 a Share Seen as Fox 1928 Net Profit

(Continued from page 1)

theatre holdings should begin to be visible in 1929.

The total holdings of the Fox Theatre Corporation is approximated at \$116,000,000, a gain of \$100,000,000 in four years. This increase in property has been accomplished with a total of only \$7,149,000 in the funded debt of the corporation and the program has financed by a series of real estate mortgage bond issues.

Moos Returns

Sigmund Moos, has returned to Hollywood after four months' trip through Europe.

He had an interesting audience with President von Hindenburg of Germany.

THE DAILY REVIEW

PRINTS NEWS

ANY PUBLICATION

THAT PRINTS NEWS

IS READ

A PUBLICATION

THAT IS READ

IS A GOOD

ADVERTISING MEDIUM

"STREET ANGEL" GARNERS \$121,616 SECOND WEEK

"Street Angel" in its second week at the Roxy Theatre has gone and done it again, ringing up \$121,616.25 in receipts.

The Capitol Theatre had a good come-back, doing \$72,434.60 with "The Forbidden Hour" and the Paramount Theatre taking in \$70,900 on Bebe Daniels in "Hot News" followed close behind.

"Warming Up" at the Rivoli, a hold-over, did \$29,600 and "The

Racket" also a hold over at the Rialto did \$29,100. "The Lion and the Mouse" at the Warner Theatre played to \$13,145.

Other receipts were \$10,450 at the Globe with "Red Dance", \$11,200 at the Criterion with "Wings"; \$7,895 at the Embassy with "Tempest"; \$8,976 at the Gaiety with "Fazil" and \$4,780 at the Cameo with "Hunting African Game" and "The Seal Hunt".

PRINT OF LANGDON'S LATEST IN TOWN

The first print of Harry Langdon's latest First National comedy, "Heart Trouble", has just reached New York. In the cast are Harry Langdon, Doris Dawson, Lionel Belmore, Madge Hunt, Bud Jaimison, Mark Hamilton and Nelson McDowell. The story was written by Arthur Ripley. In "Heart Trouble" Harry is seen as a military man who can't fight his way into the big fight.

Eastman Demonstration of New Color Photography

(Continued from page 1)

have not been overcome, although our chemists are working on the problem."

The new natural color process is reported to be so revolutionary as to place it alongside the invention of motion pictures. In principle, totally different from previous experiments, it gives an accurate and brilliant reproduction of every color and tint in nature.

The radically new element in the process is the film, which instead of the usual smooth surface, the side opposite the sensitive coating is embossed with cylindrical lenses so minute as to be invisible. They run lengthwise of the film and are 1-559 of an inch wide.

Effect of these invisibly small lenses is to separate the rays of light coming through the three segments of a three colored "light filter" into the camera. Each of three colors of the filter—red, green and blue—lets into the camera only the light rays of its own color. The three different colored light rays register on the film only as black and white; but each tiny lens embossed on the film so distributes the light rays falling upon it that the different colors register on the sensitive film emulsion as a distinct black and white impression for each color at that point.

Then when light from the projector passes through the film, through the tiny film lenses and through the projector lens, each ray is directed through the proper color on the light filter, to fall on its proper spot on the screen. The combination of the three colors, red, green and blue, gives practically every natural color.

New Niblo Baby

HOLLYWOOD—A daughter was born to Enid Bennett, wife of Fred Niblo, last week. They have two other children, Loris 7 and Peter 4.

Blank Enlarges House

DES MOINES—A. H. Blank has announced reconstruction of the Des Moines Theatre, from 1,750 seats to 2,800. The new house will be the home of Publix stage shows and Vitaphone will be transferred to the Capitol Theatre.

P-F-L-FOX-1ST NAT'L. GO INTO W. C. SEATTLE

Starting August 3rd, the Fanchon & Marco shows at the Fifth Avenue Theatre in Seattle will be transferred to the Seattle Theatre and the Fifth Avenue will go into a long-run policy.

A number of new Fox productions with sound, as well as the big ones from Paramount and First National will go into this house early in August and September.

At Portland, Ore., the F. & M. revues in the Broadway Theatre were transferred to the Portland, beginning yesterday and the Publix stage shows now playing in the Portland will be eliminated.

The Broadway now becomes the "roadshow" house playing big specials with movietone synchronization. Floyd Maxwell states that the change in policy of both houses is a good move and should stimulate business.

Fitzer Gets Loew's

Buffalo for 10 Years

(Continued from page 1)

changed to "The Century" and will now have a split-week policy of vaudeville and Movietone-Vitaphone attractions, re-opening about August 14th. The largest electric sign on any Buffalo theatre is being prepared.

Officers of the new lessees are Mitchell Fitzer, Pres., Jacob Karp, Sec'y and Treasurer. Fitzer owns the Rivoli and Swan Theatres in Syracuse; the Kenmore, Kenmore, N. Y.; is president of several amusement corporations and has been an exhibitor for 25 years.

New "Wings" Record

LONDON — "Wings" originally booked for 8 weeks is still going strong at the Carlton Theatre in its 20th week. It will be compelled to end its engagement after three more weeks owing to previous contract arrangements.

Ochs in Charge

Lee S. Ochs, prominent theatre owner of New York will be in charge of the Annual Year Book of the Theatre Owners Chamber of Commerce.

GENERAL FILM LIBRARY Morris J. Kandel, Pres.

Stock shots of every conceivable nature such as
FIRES RIOTS WRECKS
FLOODS ANIMALS SPORTS
WARFARE DAWNS ETC
117 W. 16th St. New York City
Bryant 4417

FRED THOMSON LEAVES PICTURES

Westerns Ease off — Big Contracts Scarce and Fred has a Boat

By JOE BLAIR
Hollywood Correspondent

It looks as if Fred Thomson is finished with pictures, temporarily for certain and most likely for good.

With the finish of "Kit Carson" for Paramount, his contract with this organization is completed. He disbanded his entire unit and is now busying himself with his thirty foot speed boat. He expects to enter it in the San Diego motor boat races.

Joseph Kennedy, who had Thomson's contract with Paramount and financed the productions, wants Fred to go over to Pathe for a series, of course at a greatly reduced salary, but Fred is not of the same opinion.

WARNER BROS. FINALLY FINISH "NOAH'S ARK"

After several months actual shooting, "Noah's Ark", probably the most ambitious production this organization has yet made, has been finished.

This production in its screen dramatization embraces two stories, a biblical one and a modern one and between them is a drawn parallel by showing how a decadent world was first cleansed by the visitation of the deluge and later by the visitation of the World War.

Livingston Resigns

Beulah Livingston has resigned as head of publicity department for Joseph M. Schenck productions. Russell Phelps has been named Miss Livingston's successor.

"Two Tars" for Roach

The latest Stan Laurel and Oliver Hardy comedy has been titled "Two Tars" and has been shipped East for M-G-M release. Supervising director Leo McCarey has assigned James Parrott to direct their next.

Gleason Buys Idea

Mrs. Nancy Smith, mother of Dorothy Dwan, has sold an idea for a story to James Gleason for the sum of \$5,000. Gleason intends to elaborate on the idea, produce it as a play and later dispose of picture rights.

Denny Wins

Reginald Denny has evidently won his argument with Universal as to who is to be his leading lady. Announcement has been made that Bubbles Steiffel, the future Mrs. Denny, will appear opposite him in "Red Hot Speed" Bubbles is known on the screen as Betsy Lee.

Tiffany-Stahl Expand

John M. Stahl has announced that plans are now being made for considerable improvements in the size and facilities at the Sunset Boulevard studios for Tiffany-Stahl Productions. A sound stage is being constructed and apparatus for talking pictures will be installed.

"IRON MASK" LAUNCHED WITH GREAT CEREMONY

Robert Fairbanks, General Manager for his brother Douglas, officiated at the ceremony at which the new production, "The Iron Mask" was launched.

This took place on the Fairbanks lot where the first set representing the Palace at St. Germain and a section of street is under way. When finished, this will be one of the most elaborate of its kind ever constructed.

It represents the combined talent of the Fairbanks technical department in addition to Lawrence Irving, the famous London painter and Maurice LeLoir the celebrated French authority on Seventeenth Century art and architecture.

Actual shooting on "The Iron Mask" is scheduled for August 15th.

Farrell-Duncan Set

The question of Mary Duncan and Charles Farrell playing two pictures almost simultaneously was arranged amicably today between F. W. Murnau, the director of "Our Daily Bread" and Frank Borzage who is to make "The River", both Fox productions.

Both of them will take exterior locations in Oregon—Murnau in the wheat fields and Borzage on the Columbia River, thereby having the featured players in both productions near at hand for a call from either director.

Laemmle's Honored

Carl Laemmle, Sr., and Junior will be honored at a testimonial dinner given by an association of foreign writers at the Roosevelt Hotel, Wednesday evening. Sid Grauman, Charles Chaplin, Sam Goldwyn, Emil Jannings, D. W. Griffith, B. P. Schulberg, Winfield R. Sheehan and others will be in attendance.

Universal Signs Another

In the two-reel release "The Collegians", evidently Universal has a great school for star material. The latest to be signed by this organization from the ranks in this series is Rayne Du Val.

Hammons Confirms

Vocafilm Tie-up

(Continued from page 1)

equipment process to have access to all the big Broadway plays and the Vocafilm equipment will probably be the only machine to be installed in the legitimate theatre circuits of such producers as The Shuberts, the Woods, Bradys and other houses. Hammons is to have full charge of the installations.

Whether the plans of the stage producers call for immediate production of next season's stage successes in films for the outlying districts is not known, but it is expected that first work will be started on successes of former seasons and with the original casts, to be played in road-show theatres for long-runs at prices from 50c to \$1.

STUDIO GOSSIP

Virginia Brown Faire continues going strong. She is just completing her ninth picture this year, this time for Chesterfield.

Two Fox productions have been started at the Hollywood studios; one is "Fog" in which Lois Moran and George O'Brien will have the leads with Charles Klein directing; and the other "The Woman" with Mary Astor and John Boles under the direction of Irving Cummings.

Princilla Bonner has announced her intention to take up the married life. She says she will wed Dr. Bert Woolfan on the first of September.

Harry Carr, w.k. columnist and film critic, has been engaged to write the titles of First National's "The Divine Lady".

The cast on Warner Bros.' "Hard Boiled Rose" has been completed and the names include William Collier, Jr., John Miljan, Gladys Brockwell, Edward Martindel, Lucy Beaumont and Ralph Emerson.

Anders Randolph is preparing to don Bole Armenia. He starts "The Thrall of Leif the Lucky", Technicolors first feature production, next week.

As previously printed in this column, Larry Kent will not play the juvenile role in "Do Your Duty" Charlie Murray's starring vehicle for First National. Charles Delaney has taken his place.

Theodore Roberts is now fully recovered and everyone will be glad to see him walking without his cane. He declares he now feels fit to play a juvenile role.

"The Boy Friend" is the title of the Roach all-star comedy just completed. It was directed by Fred Guiol and the cast includes Max Davidson, Ed Kennedy, Marion Byron, Gordon Elliott and Fay Holderness.

This week finds Lois Wilson again a member of the motion picture colony. Because shooting began on the Vitaphone production in which she was to appear, she had to terminate her activities on the legitimate stage.

Flora Finch is now playing in "The Haunted House", a First National production; Christensen directing.

"Into the Depths" has been changed by Columbia Pictures so that the final title for this Jack Holt starring vehicle will be "Submarine".

Pauline Fredericks who knows her Hollywood arrived last week from the East to escape the unbearably warm weather. She will, of course, return to the legitimate stage in September when she plays Detroit.

"Big Boy" Williams has gone and got himself engaged for an important role in F. W. Murnau's "Our Daily Bread", a Fox production.

Reed Howes has been signed for

"White Shadows" Opens Graumans Chinese Aug. 3

"White Shadows in the South Seas", the M-G-M first sound picture will open at Grauman's Chinese Theatre, Friday night, August 3rd.

SEBASTIAN CONTRACT FOR HAYAKAWA FILM

HOLLYWOOD—Sessue Hayakawa most famous of Japanese actors is going to stage a comeback. Harry Sebastian has signed a contract with Hayakawa, whereby he is to spend approximately a half-million dollars in producing "The Bandit Prince" as a talking-motion picture, using technicolor for many of the important sequences.

"The Bandit Prince" is from the pen of Hayakawa himself. It has been definitely decided that sound synchronization will be used for the picture, but a decision has not yet been reached as to which one of the several devices on the market will be used.

Mr. Sebastian plans to leave for New York in a short time to settle definitely on a releasing arrangement.

the lead opposite May McAvoy in Warner's "Stolen Kisses" which goes into production this week, and upon the completion of which Howes will return to Charles Rogers for another aviation picture.

Now a director in his own right, George Crone is handling the megaphone on "The Floating College" for Tiffany-Stahl.

From all indications, Charles Rogers' second starring vehicle for Paramount will be a comedy. Richard Wallace, known for his direction on the light side of the movies, has been signed as director, and the picture will also have in the cast, Mary Brian and Chester Conklin.

The principals to play with Dolores Costello in "The Redeeming Sin", her new Vitaphone special, will be Conrad Nagel, Georgie Stone, Lionel Belmore, Nina Quartaro, Warner Richmond and Philippe Delacy.

Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

FOR SALE

LECTURE FILMS, SLIDES, MACHINES, bargains. Box 24, Exhibitors DAILY REVIEW.

BUSINESS OPPORTUNITIES

WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

FIVE CENTS

New York, Wednesday, August 1, 1928

VOL. 24 No. 26

OBSERVATIONS

Alarm

There is cause for great alarm on the part of producers and distributors due to the refusal of exhibitors throughout the country to sign for next years product. Never in the history of the industry have so few contracts been signed. The reasons are many and the effect, although not felt now, will cause some consternation later.

Unusual

We were talking to a distributor yesterday who informed us that his Chicago office had only signed twelve contracts for their next years output. This is unusual and astounding. The product of this distributor has always been very satisfactory and the Chicago territory is one of the most lucrative. What's going to be the answer?

The Blame

Producers have themselves to blame for the most part. They have, in every case, tried to "out-announce" their competitor regarding sound pictures. Everything seemingly will have sound, a large portion will contain talk. This is very confusing to most exhibitors in that they neither have an equipment for sound nor can they get it. They don't seem to realize that most of the producers have been carried out the back door on a sound wave and the majority of this talk is being whispered through their vest pockets.

Quandry

Most of the theatre owners are in a quandry. They don't know which way to turn. They are afraid to buy right now, they want to wait. And this wait is going to cost the producers a lot of money. There does not seem any necessity for it. This sound thing is being clarified quite a bit, it is getting down to a more sensible basis, part of the mania is leaving it.

A Way Out

We think the best thing to accelerate contracts is for the producers to devote a little of their paid advertising space to the "straight movie" and inform the publicity department to send out a few stories backing up these ads. Give the exhibitor some encouragement. Give him something to tie his wagon to. Help him make his decision. The sooner the better.

WILKERSON

K-A-O TO USE THREE TALKIE APPARATUS

N. Y. Houses to Open After Labor Day With Sound Film Programs

The Keith-Albee-Orpheum Circuit will shortly begin installation of talking equipment in its key city houses, only a limited amount of apparatus being available for choice spots.

Photophone, Movietone and Vitaphone talking equipment, will be (Continued on page 2)

Shauer and F. Meyer

Sailing on Acquitania

E. E. Shauer, general manager of the foreign department of the Paramount Famous Lasky Corporation, sails for Europe on the Acquitania, to-day. He will be accompanied by Frank Meyer, general purchasing agent, and will return to New York early in September.

Rapf in N. Y.

Harry Rapf, Metro-Goldwyn-Mayer studio executive, arrived in New York yesterday from California on the Twentieth Century Limited to make voice and screen tests in connection with the opening of the Cosmopolitan studios.

First Photophone Units for Recording Shipped to Coast

DE FOREST TO MAKE NEW PHONOFILMS HERE

Fox Case Suit Off Until Fall Term

The Lee De Forest-Fox-Case Corporation litigation which was resumed by Dr. De Forest last month upon his arrival from England, has been postponed until the Fall when the courts re-open.

It is understood that De Forest will shortly commence production of a new series of Phonofilm Features at the old studios on 48th Street, which will probably be used as comparative tests with Movietone product, when the trial is commenced.

A number of Phonofilms produced in Europe last year may be brought to America shortly for exhibition.

Scott Back in N. Y.

Harry Scott, Pathe Short Subjects Sales Manager, has just returned to the Home Office from a trip to Chicago, Milwaukee, Des Moines, Kansas City and St. Louis.

Pathe Gets Two RCA Sound Equipments—"Godless Girl" to Have Dialogue

Colvin W. Brown, Executive Vice President of Pathe, announces that the two RCA Photophone sound recording equipments have been shipped by the General Electric Company to the Pathe Studios at Culver City, California. Accompanying the equipment is a staff of engineers.

Immediately upon arrival work will be started retaking some scenes with talk in Cecil B. DeMille's per- (Continued on page 2)

ARMED GUARDS PATROL NEW PHOTOTONE DEVICE

Dark and secret manipulations are going on behind closed doors at 1600 Broadway at the offices of the Photophone Company. Armed guards patrol the entrance to the offices, and entrance to the press was denied all day yesterday.

This film talking-disc according to those who have heard demonstrations at the Colony Theatre, is one of the best outfits on the market (Continued on page 2)

Raives Strongly Backs

Moss Independent Pool

Sol Raives, President of the T.O.C.C. declared yesterday that he is more than ever strongly in favor of an independent theatre pool under the leadership of B. S. Moss and that this plan which has been under discussion and formulation for the past two weeks is the only solution.

Queried as to what effect Judge Sherman's decision in the I.M.P.E.A. (Continued on page 2)

Listen, Mr. Exhibitor----

"Come on, don't hand me that 'gag'. I'm a film salesman. I've been in the game a good many years and for the past three, have always sold you. I've tried to play fair and always sold you at the right price. Every other time you have listened to me; you listen now. You said last year you could not pay the price. I showed you how you could and you did. You say yourself you did not do so bad. I've always been on the level with you and I am on the level now."

"Don't pay any attention to those ads you see in the papers about talking pictures, about sound effects and musical accompaniment, it's all the bunk even though my boss does put those ads in. Forget about it and let's talk business. Come on let's be on the level with each other. Down in your heart you know that talking pictures are a long way from perfect. Don't be fooled by the reports you get from New York about the public storming the doors to get in to see the talkies. Sure they did business but its a 'gag'. Those people were just curious to see what it was all about. Even if they were good, you could not get them, for the manufacturers of sound equipment are so swamped with orders it would take you two years to get an installation."

"So why not sit tight until talking pictures become an accepted and perfected means of entertainment. You still have that theatre of yours to operate. And you must have good pictures—you must continue to build more and more of a patronage. Film men have better propositions for you now than ever before. Let's get back to arguing our heads off about the kind of pictures that will mean better business for all of us. Now is the time."

"But don't, for the love of Mike, pull that 'talkie' stuff on me!" "Look over your records. Get out your pencils. Give your pet film men the glad hand. Buckle down to business. You've got to have film and you've got to keep people coming to your theatres. Cut out the worry. Cross your bridge when you come to it. I'm here to serve you and you're on the job to serve your public. Let's get together."

The Whole Darn Family on 50c Flat Rate

Bill Reeves, manager of the Princess Theatre in Hopkinton, Iowa, is working a profitable scheme for pulling patronage. On a certain night each week, Reeves advertises "Family Night" and let's em all in for 50c.

Regardless of the number of people in the family, they all get in on the flat rate and Reeves states that not only does this plan improve business but it acts as a meeting place for the whole community.

DAILY REVIEW

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W. R. WILKERSON, Publisher and Editor

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Most of our New York City subscribers are furnished their papers by carriers, in order that they will get a more prompt service than that given by mail. Subscribers will oblige by notifying us about any lapse in service.

Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hempstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Nils Grantlund says he is unable to get the wave length of these reformers who are trying to put innocent night clubs out of business . . . Tom Wiley walked up Broadway yesterday wearing a 7 x 9 smile over a big order just received . . . Joe Hornstein, according to rumor, has purchased a couple of cases of varnish from a new dealer—must be planning on dolling up the Atlantic City cottage . . . Major Bowes, who has been ill for the past ten days, is recovering and expects to get down to his office today . . . Pete Woodhull, just back from a survey of theatres in the middle west, advises small town theatre owners to go slow on the sound picture stuff . . . John Murray Anderson returned from Europe yesterday on the Majestic with a head full of new ideas for Publix presentations . . . Victor Shapiro has a new story about Harry Reichenbach and Sam Goldwyn, which is all right to listen to but not to print . . . Harry Rapf arrived yesterday from the coast and says it will be three months before Metro is ready to make sound pictures at Cosmopolitan studio . . . Harry Warner is expected back from his vacation early next week and then Abe Warner will take a two weeks turn at the fish and golf up in the Adirondacks . . . J. D. Williams is busy entertaining John Maxwell of England and showing him a lot about sound pictures . . . Herman Robbins is greatly elated over Tunney telling his plans for the future and says we can get some sleep of nights . . . Chester Beecroft is readying up the big Cosmopolitan studio for Metro's sound pictures . . .

PERSONALITIES



TOM REED

"Titled by Tom Reed" is nowadays simply equivalent to—this picture has a dandy set for titles. Such is his reputation, which has been earned by delivering the goods.

Reed's a writer—has turned out some good magazine stories and one-act plays; is under a long term contract with Universal Pictures and is credited with titling "Lonesome", "Finder Keepers", "Thanks for the Buggy Side", "Good Morning Judge", "Out All Night", "Stop That Man!", etc. Now is he working on the spoken dialogue for the first named picture.

Tom Reed was born in Shelton, Wash., December 25, 1903, and attended the high school of that city and later a private military academy in Los Angeles. He connected with a newspaper and combined motion picture press agenting with this work. Later he became a theatre manager and then again went back to publicity. He exploited and publicized for Samuel Goldwyn, Mary Pickford, and the now defunct California Theatre. Following this, he worked for First National, Joseph M. Schenck and eventually became personal representative of Thos. H. Ince. With Ince's death, Reed joined Carl Laemmle as Director of Publicity for Universal on the west coast, from where he graduated into title writing.

His wife is a non-professional and their little daughter, Alison, of two and a half years, is still too young to think of a career.

First Photophone Units for Recording Shipped

(Continued from page 1)
sonally directed special, "The Godless Girl."

This application of dialogue to the picture will be in addition to the musical and sound effect synchronization which is already well under way.

RAIVES BACKS MOSS

(Continued from page 1)
—M-G-M injunction case would have on the Moss Pool, Raives stated he believed the ruling would hasten the formation of the exhibitors into a sufficiently large, physical-property owning body, capable of organizing their best business interests.

Thirteen Paramount Aug. Releases With and Without Synchronization

"Man Who Laughs" Synchro Pleases "U"

Executives of Universal Pictures Corporation yesterday viewed the completed Fox-Case Movie-tone synchronization of "The Man Who Laughs" and several declared the picture now was twice as effective as heretofore.

A large variety of sounds have been used in the picture which are particularly effective in the circus scenes.

COAL WAR END TO BRING ILL. PROSPERITY

ILLINOIS—Motion Picture Theatre Owners in this State are very happy over the settlement of the difficulties between the United Mine Workers of America and the coal operators, which is the first step toward the revival of the coal mining industry in Illinois.

Theatres operating in the mining communities look for continued prosperity, the new wage scale for the workers tending to better business conditions all around.

Armed Guards Patrol

New Phototone Device

(Continued from page 1)
with a highly developed amplification system.

The plan includes no charge for installation in theatres, but adds a weekly rental fee for all synchronized pictures furnished. A Mr. Rogers is said to be the inventor and a Mr. Ettinger, the promoter.

The only thing reported to be holding the invention back from distribution at this time is lack of manufacturing facilities and suitable distribution arrangements.

K-A-O to Use Three

Talkie Apparatus

(Continued from page 1)
used and several theatres in New York, Boston, Chicago, Omaha and other centers will open the Fall season shortly after Labor Day, completely equipped for talking pictures. The Palace may be one of these.

Officials of the company admitted that a limited allotment of machines will be furnished by Western and General Electric, other houses in the chain being equipped from time to time as additional orders are completed.

Steps have already been taken by the two manufacturers preparatory toward the production of a new projector with built in talking attachments and interchangeable for all three systems.

Anderson Arrives

John Murray Anderson, theatrical producer for the Publix Theatres Corporation, arrived in New York yesterday on the Majestic, following a two months' tour of Europe.

His next stage show for Publix, "Parisian Nights," will open at the Paramount Theatre in a few weeks.

Paramount will release five feature productions and eight short feature pictures, exclusive of Paramount News, in August. Of the feature productions three will have sound accompaniment and a like number of short features, Christie comedies, will be equipped with music score, sound effects, and in some cases, dialogue.

"Warming Up", will be the first feature release with sound for the new season, ready for bookings August 4th.

"Forgotten Faces", will be released August 11th. This picture is considered one of the strongest in the Paramount line up for the Whole Show program.

"Loves of an Actress", will be released August 18th. Also scheduled for release on August 18th is "The First Kiss".

The last feature release for the month, produced with sound accompaniment, is "Sawdust Paradise". It will be released August 25th.

FLADER RECALLED FROM EUROPE FOR NEW POST

F. A. Flader, veteran Universal theatre man, has returned to New York from Europe and will fill an important post in the home office of the Universal Chain Theatres.

An expert on theatre operation, he recently was recalled by Carl Laemmle from his theatre activities in Berlin. Certain re-arrangements in the direction of the Universal chain houses and an enlargement of the executive personnel brought about the new shift.

It is understood that the synchronization of many of the Universal houses was largely responsible for the contemplated change in operating policy.

Grainger Leaves Chi

J. R. Grainger, General Manager of Distribution for Fox has left Chicago for points West, after conferring with Clyde W. Eckhardt District Manager.

New Theatre in Hoquiam

The new 7th Street Theatre in Hoquiam, Wash., was recently opened. Edward Dolan is receiving congratulations on his beautiful new house.

We furnish
Wire and Local News
to Our Readers

That accounts for the steady
increase in circulation of

Exhibitors
DAILY REVIEW

TEXAS FILM OPERATORS IN 2 FIRE TRAGEDIES

Two theatre-fire tragedies occurred in Texas Theatres recently which resulted in the loss of one operator's life and the severe burning of the other.

Guy Metcalfe, operator in the Plastex at Pleasanton, Texas gave his life in a heroic attempt to prevent panic in the theatre, when fire reached films in his booth. As the box of films exploded, Metcalfe attempted to smother the fire but was showered with flames and a stream of burning celluloid. He jumped out of a second-story window but died in the hospital. No patrons were injured.

At Mabank, Texas, F. H. Rike, Jr., operator at the Ritz Theatre was severely burned by a fire resulting from contact of a hot carbon with film on the re-wind table.

He was hemmed in against the booth wall, with the entire blaze cutting him off from escape. The owner claimed 9,000 feet of film were burned and booth and equipment damaged. There was no insurance.

U.A.-PARAMOUNT FIRST ST. LOUIS TALKIES SAT.

ST. LOUIS—The Ambassador and Loew's State Theatres will be ready on August 4th to begin their first talking feature policies. Loew's State plans to open with United Artists "Two Loves" which is being synchronized and the Ambassador will have "Warming Up," Dix-Paramount film. The orchestra and stage presentations will be eliminated at the Ambassador.

\$300,000 House

CHICAGO—Foundations have been completed for the new Capitol Theatre to be erected in Anderson, Ind. The theatre will seat 1,500 and will cost \$300,000 to construct advises Harry Muller, owner.

40,000 Chairs Sold

The Heywood-Wakefield Company has constructed a special auditorium chair for de luxe Publix houses and has a contract to furnish 40,000 theatre seats for that circuit.

Indianapolis Misses

Music Fight for Year

INDIANAPOLIS—The Indiana will offer its first sound picture on August 4th, when "Four Sons", a Fox Movietone will be shown at the Indiana Theatre. The Palace Theatre expects to open its talkie program on August 11th, with M-G-M's "White Shadows of the South Seas".

Present contracts between the musicians' union and the theatres will not terminate before August, 1929, and the local musicians are watching closely the effect of the new programs at the Indiana and Palace, pending further decisions from the national musicians' Federation.

"Fortune's Fool"

Lou Rogers' Jannings film "Fortune's Fool" will begin a run at the Cameo Theatre starting August 11th. The picture will open at the State, Schenectady on August 10th.

Missouri Blue Law

COLUMBIA, Mo.—A Sunday movie war is threatening this town where a survey is being made by leading citizens to reopen theatres on that day. The claim is made that inhabitants of the city are flocking to outside towns, such as Boonville, Moberly and Jefferson City in order to see pictures on Sunday. The clergy are opposed to any re-opening.

"King of Kings" Gets

Good Chicago Booking

Pathe's "The King of Kings" has been booked by the United Artists Theatre in Chicago. This is the first outside picture to be booked for the theatre since it was acquired by United Artists.

John Flinn, Vice President of Pathe, is now in Chicago completing plans with Hugo Reisenfeld for the opening of the picture on August third.

Wilmer-Vincent Buy

"President" Group

First National Pictures, Inc., it is announced by Ned E. Depinet, general sales manager, has closed a contract for its President Group of pictures for 1928-29 with the Wilmer & Vincent Circuit, embracing first runs in Reading, Harrisburg and Allentown, Pa.

Labor Day to Precipitate Chicago Musicians' War

CHICAGO—Labor Day will probably see a showdown between the theatre owners and the musicians' union, as most contracts will expire at that time.

The fight will most likely center around the larger circuits such as Balaban & Katz and Lubliner & Trinz, with Marks Brothers and the National Playhouses, now in receivership, staying on the other side of the fence and retaining their present orchestras.

The Ascher Brothers, National Theatres, both struggling to regain a foothold, may have to obtain court permission to make a decided stand one way or the other in the musical war.

Local musicians who ordinarily count on employment by the Chicago Symphony Orchestra are without work due to the disbanding of the orchestra, and these men added to the theatre unemployed, 16 and 18 men being employed where 40 were formerly, the situation will become serious.

There may be some relief for the musicians in the possibility that many theatres now counting on installing talking picture apparatus may not get delivery in time for the new season and may be forced to enter into a new yearly contract with the union.

Actress Divorced

Virginia Brown Faire wis divorced from Jack Dougherty, one time husband of Barbara La Marr.

LEDDY SUIT AGAINST OMAHA BOARD UP SOON

OMAHA—The Omaha Film Board of Trade has been charged with restraint of trade in a suit filed in the District Court of the U. S. District of Nebraska, by Thomas H. Leddy, for \$105,000.

Beside the Board, Columbia Pictures, Educational, P-F-L; Pathe, P.D.C. and U.A. are mentioned as having conspired to close the plaintiff's theatre, the Garden, in Omaha, and force him out of business.

Action is not probable before next November. The controversy involves non-payment of deposits and unplayed pictures on old contracts of former owner of theatre.

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NEW YORK CITY



MIZNER FINISHES "SOAPY SMITH" TALKING PATHE NEWS READY

Author Completes "Skagway" for Fox Release

By JOE BLAIR
Hollywood Correspondent

Wilson Mizner, has finished his story "Soapy Smith" for Fox and it will go into production at an early date under the title of "Skagway".

This yarn is an original by Mizner and a true story of one of the most famous characters of the early Klondike days. Mizner says, "Soapy" was a friend of mine, and I am a bit self-conscious at having to make public his dark and sinister career, but as he was a burglar and stick-up man of deep understanding, I will confront his wraith with some fortitude, as he himself would do anything for money."

Guinan for Vitaphone

Texas Guinan, the queen of the night life around New York, has been engaged by Warner Brothers to do a Vitaphone.

Fairbanks Thinks Not

Although no definite announcement has come from either Cecil B. DeMille or Metro-Goldwyn-Mayer regarding C.B.'s affiliations with that organization, it seems certain.

Douglas Fairbanks does not believe it. He is trying to persuade C.B. to reconsider his decision and join United Artists.

Wilson With Fitz

Carey Wilson, who wrote the scenario and adaptation of "The Private Life of Helen of Troy" and of Colleen Moore's new stellar vehicle "Oh, Kay!", has been assigned by First National Pictures to prepare the continuity of "Changeling," a talking picture which George Fitzmaurice will direct with Dorothy Mackaill in the leading role. The picture will open with a court-room scene containing the spoken dialogue.

Orman Finishes Script

LONDON—Felix Orman, scenarist, has completed an original story dealing with juvenile crime called "Haunted Lives", and is now negotiating for its production.

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HALL-RCA NEWSREEL 100% REPRODUCTION

Sound Separate from Camera in Recording— Wider Prod. Range

Ray Hall, Editor of the Pathe News, has been working for weeks on the details of an organization that will apply sound effects to the Pathe News. His technical staff now believes that most of the difficulties have been solved.

"The news reel will be the best, the most effective, of all phases of sound reproduction," says Mr. Hall. "All the technique of motion picture photography has been first evolved by news reel cameramen. They have pioneered the whole industry in this respect. While in the studios the cameramen are able to work under ideal conditions, the news reel men have had to meet and overcome the handicaps imposed by the most trying conditions. Our men have been so trained as to meet every problem on their own initiative. In consequence news reel photography is probably higher in quality than in any other branch of the business.

"When it comes to getting into sound and applying a new technique to the old, it is natural that the news reel men should pioneer.

"In my opinion sound in short subjects is more easily applied, is more effective than with features. I also believe that the RCA system provides an elasticity in application to photography that will enable us to produce a much better news reel than would be possible with other systems. With the RCA the sound recorder is separate from the camera. With the others sound is photographed in the camera. As a result with the RCA we have the opportunity of fading out from one sound recorder to another. That will enable us to make the sound record match the camera angle."

Added to "Shakedown"

Three new players have been added to the cast of "The Shakedown," the prize-ring, back-stage, oil field story being directed by William Wyler, with James Murray and Barbara Kent in featured roles. They are George Kotsonaros, Jack Raymond and Harry Tenbrook. The cast also includes Mary Nolan, Harry Gribbons, Wheeler Oakman and Jackie Hanlon.

Charles A. Logue wrote the story. It is Wyler's first feature since "Anybody Here Seen Kelly?"

"Scandals" in Film

The George White Scandals may be boiled down to a 25-minute talking film, which may be used as a feature of the stage producer's next production in the Winter.

Kathleen Collines Signed

Kathleen Collines will be the leading woman for Ted Wells in that western star's next Universal feature, "Grit Wins." It will go into production next Monday under the direction of Joe Levigard. Al Ferguson, Buck Connors and Nelson McDowell also are in the cast.

STUDIO GOSSIP

"Port of Dreams" now in the cutting stage is a Universal production starring Mary Philbin and which had the working titles of "Salvage" and "Forbidden Love".

Louise Fazenda, for a long time a great favorite of ours, has been selected by Fox to play the leading feminine role in "Riley the Cop". And it's a Munich barmaid, Miss Fazenda will be.

The Vitaphone staff which worked on Warners' first all-talking picture, "Lights of New York" will be kept intact as far as possible for the making of "The Home Towners" an all-talkie based on George M. Cohan's stage play.

Greta Garbo will have Sidney Franklin as her director in her next picture, "Romance". This to follow "A Woman of Affairs".

Judging from the rushes, Columbia officials think they have a powerful box-office attraction in "Runaway Girls" which is now being completed under the direction of Mark Sandrich.

Mack Swain has been added to "The Cohens and the Kellys in Atlantic City" which company leaves Universal City for the east on Wednesday. This picture is being prepared with dialogue for sound reproduction.

"Number Please" will be the third Paramount production in which Neil Hamilton will appear as Bebe Daniels' leading man. The combination evidently works well at the b.o.

Jack Warner has just announced that the title of another picture soon to be made as a big Vitaphone feature with dialogue and sound ef-

Brown in "Affairs"

One of those casts which in the language of the movies are "all-star" or at least "notable," apparently is being put together to assist John Gilbert and Greta Garbo make "A Woman of Affairs."

Johnny Mack Brown, Lewis Stone, and Marie McDermott, are the latest players assigned to this picture, which Michael Arlen wrote, and Clarence Brown is directing. Douglas Fairbanks, Jr., is in the cast.

fects will be "Stark Mad".

A change of plans gives Paul Lukas the role of the husband in "The Letter" in which Clive Brook was originally cast. Lukas was discovered in Germany by Adolph Zukor and recently appeared in "The Loves of an Actress".

Harry Carr who acted as authority on naval matters and also assisted in the writing of "Old Ironsides" has been chosen by First National to title and again advise on the sea sequence in Corinne Griffith's "The Divine Lady".

"Dirigible", the Paramount epic of the United States naval air forces will be backed to the fullest extent when production starts, by the Navy Department. It is even likely that many scenes will be shot at North Island, San Diego.

Linton Wells author of "Moran of the Marines", Richard Dix's next starring vehicle for Paramount, states that the story is based upon his own experiences. Wells is a newspaperman, war correspondent, and globe trotter.

Harry O. Hoyt has returned from Europe; has opened offices at the Tec-Art studios; and will make a series of pictures for Excellent. His first is "The Passion Song" on which he did the continuity, adaptation, besides directing and supervising it.

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Reg. U. S. Pat. Off.

VOL. 24 No. 27

New York, Thursday, August 2, 1928

FIVE CENTS

OBSERVATIONS

"White Shadows"

M-G-M's "White Shadows of the South Seas" is another "travel drama" from the other end of the world than the one reported upon last week, into which, however is woven a love story. We feel that this picture would have reached epic proportions, had not so much of the original book, with its historical value and astounding information, been sacrificed for the sake of aforementioned love theme.

It is nevertheless a great picture. Never have we seen more beautiful photography, made more so by the very locale itself. The one fault of the production to our way of thinking, is that its most thrilling scenes come at the beginning, a repetition of which must have been hoped for.

Interesting

Showing as it does (though not enough) the lives and customs of the ancient Marquesans, now almost exterminated by "civilization", their courage, and daily battles with the terrors of the ocean bed, it is vitally interesting all the way.

Remarkable among the under-sea "shots" were those of the pearl divers, and the rescue of one of them from the grip of a giant rock clam. The dominance of the white man over these simple, child-like and once magnificently care-free people, is pitifully brought home to us in these and other scenes in which the natives daily risk life and limb to satisfy the white man's lust for pearls.

The End

The wind up of the picture is superb in that it doesn't go "movie" by sticking on a happy ending; showing us instead the futility and hopelessness of trying to preserve this earthly paradise against the corruption, disease and rule of our so-called civilization.

The entire cast, made up mostly of natives, and technical staff have contributed the very best of work, and M-G-M is to be congratulated.

Surrounding Program

The surrounding program, furnished by Fox-Case and Movietone. The latter was very poor, but the Movietone news reel was as always highly interesting. The synchronization on the feature subject was the best we have heard.

WILKERSON

SMALL-STRAUSBERG TAKE OVER ROXY 5,000-SEAT "MID-TOWN"

"Lilac Time" Vitaphone Show Held Up by Labor Troubles

"TOBIS" POOL COMBINES ALL GERMAN TALKIES

BERLIN—All the German sound film manufacturers met at the Hotel Kaiserhof last week in Berlin and have agreed to a pool of the leading seven devices.

Attending the meeting were UFA, Terra, Emelka, D.L.S., leading electrical and optical concerns, broad-

(Continued on page 4)

SAM ZIERLER LEAVING EXCELLENT PICTURES

It is understood along film row that Samuel Zierler head of Commonwealth Film Exchange and production head of Excellent Pictures Corp., is to leave both organizations.

(Continued on page 2)

4th Week—"Street Angel"

What is expected to be one of the most profitable pieces of property in the history of the Fox Film Corporation, "Street Angel" will begin the fourth week of a record-breaking run at the Roxy Theatre, starting Saturday, August 4th.

It is estimated that over 600,000 people will have seen the Farrell-Gaynor Picture at the Roxy before the run is exhausted and that the total receipts will be well over \$457,000.

Stage Producers Admit Talking Film Menace--Resent Star Grab

J. J. Shubert, Al Woods and William A. Brady yesterday announced the purchase of Vocafilm Corporation of America, with the object of producing talking moving pictures of Broadway plays with the stage casts. This move was forecast by Exhibitors Daily Review on July 18.

While admitting that the transaction is the first answer of the spoken drama to the increasing importance of talking and sound pictures as entertainment, the move is a virtual admission that the film industry had become of sufficient menace to the legitimate stage, not to be ignored

25 pc Orchestra Engaged to Substitute for Synchronization

"Lilac Time" First National's first sound picture which is scheduled for its New York premiere at the Central Theatre, Friday night, August 3, will open on that date but not with a synchronized score.

An orchestra of 25 musicians has been engaged, although the synchronization has been completed and is enthusing officials of the company with its excellence.

The chief reason why the sound

(Continued on page 2)

W.E. PAYS \$100,000 FOR MUSIC RIGHTS

In Five Years Will Be Charged 5c Per Seat Per Talkie Theatre

E. C. Mills, who is president of the Music Publishers Protective Association yesterday told Exhibitors Daily Review that in his personal capacity and not in association with any organization, but as agent and trustee for some 70 publishers, has granted a license to the Electrical

(Continued on page 3)

May Operate House with Springer Interests Or Lease to Independent

BREAK FOR F.N.-"U"

It was learned yesterday that the large new 5,000-seat theatre on Broadway and 75th Street, to be known as the Mid-Town, originally intended as part of the Roxy Theatres Corporation Metropolitan chain under Roxy's direction, will now come under the supervision of William Small of the Small-Strausberg Circuit, who owns the theatre.

Small's plans for the theatre are

(Continued on page 4)

RE-ELECT SCHENCK U.A. PRES-CHAIRMAN

The following officers have been elected by the stockholders of United Artists Corporation, in annual meeting assembled, in New York:

President and Chairman of the Board of Directors: Joseph M. Schenck; Vice Presidents: Dennis F. O'Brien, Harry D. Buckley, Alexander Lichtman; Vice-President and Treasurer: Arthur W. Kelly; Secretary: Albert H. T. Banzhaf; Asst. Sec'y: Frank A. Beach; Asst. Treas: Mary Rusk.

Directors: Joseph M. Schenck,

(Continued on page 4)

Film Stocks Advance

Warner Brothers Climbed 2 7/8 points yesterday on the N. Y. Stock Exchange closing at 60 3/4. The Victor Talking Machine stock advanced 2 3/4 points to 95 1/4.

The Stanley Company stock gained a point and went back to 39 3/4. Pathe Exchange "A" gained 2 5/8 points. Fox Film "A" went up 1 1/4 points and the Fox Theatres "A" 1/2 point.

VOCA BACKER DROPS WAD HOCHREICH REMAINS

Interesting side-lights on the Vocafilm-A. H. Woods-Shubert deal are becoming known, one of which is David R. Hochreich, reported to have taken advantage of E. W. Hammons' absence in Europe to make his deal with the theatrical producers.

(Continued on page 2)

any further, and that the road-show business was on the verge of being wiped out.

In the statement, A. H. Woods said, "by forming an arrangement with the New York theatres and other producers, we will be able to stem the raid that is now being made by the prominent picture companies upon the ranks of actors and directors of the spoken drama. It will also work to the best interests of the dramatists as well as to the producers for the reason that stage plays now will no longer be mutil-

(Continued on page 3)

DAILY REVIEW

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—John Cohn blew back into New York yesterday looking like he had sold a lot of good Columbia sound pictures . . . Dick Rowland is supposed to step out from First National tomorrow, but it is a safer bet he wont until after Joe Kennedy returns . . . E. W. Hammons has recovered from his recent illness and is back at his office . . . Al Lichtman is living for the summer at the Fenimore Club, to be near his golf for evening practice . . . Al Feinman is not claiming the first page publicity his client, Tex Guinan, has been getting in all the New York dailies . . . Harry Buxbaum, according to rumor, will challenge Roxy Rothafel to a hand ball match as soon as the Motion Picture Club court is opened . . . Ned Depinet is mentioned as the successor to Dick Rowland when the latter retires from First National . . . Harry Asher came over from Boston to give the sound picture situation the once over . . . Ira Simmons is busy finding director and stage talent for sound pictures for one of the producing companies . . . Major Edward Bowes, with Chester Beecroft as his right hand, will have charge of Metro sound pictures made in the East . . . Lon Young is due this week from the coast with a couple of good pictures . . . Gordon White conducted a personal tour of a number of Educational comedies yesterday at the company exchange with newspaper people as his guests . . . Herbert Ebenstein says the first round didn't lose Tunney the fight, and that the Sapiro organization is just like Tunney . . . Sammy Sax says we got him in trouble by saying he had gone to the coast, but promises to make good for us by going soon . . .

POWERS WORKING OUT NEW AMPLIFICATION

P. A. Powers is reported to be working out a new system of recording for his Cinephone Device, that will relieve the operators in booths of the necessity of handling the amplifying apparatus.

It is his idea to avoid putting the responsibility of correct amplification on the shoulders of the operators, who may not have the proper musical judgment.

RICHMOUNT TO SELL FIRST DIVISION ABROAD

Howard S. Hummell, general sales manager of First Division Distributors, Inc., announces this week that a contract has been signed by which Richmond Pictures Corporation, headed by David Mountain, will handle the foreign sales of their product for the coming season. There will only be 3 Noah Beery specials this year.

Voca Backer Drops Wad Hochreich Remains

(Continued from page 1)
without any consultation or regard to Hammon's 14-year contract with Vocafilm on distribution.

Another is that a Pittsburgh capitalist named Williams who was backing the Vocafilm experiments in production is eased out through the new arrangements with Woods' syndicate and stands to lose about \$400,000.

It is understood that efforts are being made to negotiate Hammons' contract, but the president of Educational is standing pat on his rights to distribute all Vocafilms. A new production line-up will probably be organized by the stage producers.

"Beware of Blondes" Booked Aug. 20 in Hipp

"Beware of Blondes", one of the few remaining releases on Columbia's 1927-1928 program, with Matt Moore, Roy D'Arcy and Dorothy Revier, opens at the New York Hippodrome on August 20, for a week's run.

Mike Sells Another

Mike Simmons, Gotham Productions Press Agent has sold his second story for the screen. Sam Bischoff, making a series of eight state-right productions on the Coast has purchased from Mike "Healing Hands" a story glorifying the Ambulance service.

Earle for K-A-O?

WASHINGTON, D. C.—It is reported here that the Stanley Earle Theatre may be controlled by the Keith-Albee-Orpheum Circuit and may go to a two-a-day vaudeville policy.

John J. Payette, representing the Stanley-Crandall Circuit reports that the deal has not yet been completed.

Test Tax Law

The Spartanburg Theatre of Spartanburg, S. C., is starting legal proceedings to test the validity of the State tax on amusements.

FBO Closes with Ideal for 3rd Year in England

RADIN CLOSES EAST FOR GOTHAM "U. S. SMITH"

Matty Radin, Eastern Sales Manager for Gotham Productions, has returned from a sales trip through the East. Radin booked "U. S. Smith" into the Mark Strand, Syracuse; Ritz, Albany; Grand (Stanley, Davis-Clarke) Pittsburgh; Eastman's Piccadilly, Rochester; Fox, Philadelphia, and many others.

"Lilac Time" Vitaphone Show Held Up

(Continued from page 1)
synchronization will not be used on the opening night is because of installation difficulties between labor unions and somebody else, of the Vitaphone apparatus.

That somebody else may be the electricians of the Building Trades Union, the Electrical Research Products or the International Alliance of Theatrical Stage Employees, with the principal insurgent probably pointing towards the Buildings Trades people.

From First National quarters, it seems to be a dispute between the Building Trades Union and the I.A.T.S.E., each claiming that it was their respective right to do the installation.

Inquiry at the I.A.T.S.E. headquarters revealed that they have no dispute with anybody over the installation, that their only concern is proper supervision of the operation and maintenance of the apparatus, after installation.

Western Electric officials insist that the dispute lies between the building trades and the stage electricians. Suffice to say, Electrical Research Products engineers have been prevented from installing the Vitaphone and no one knows when it will be.

Publix Omaha House Opening with "Wings"

OMAHA—The Riveria Theatre, Publix House has begun its talking picture policy, starting August 1st, and will use the product of Warner Brothers, United Artists, Fox, Paramount, First National and M-G-M, which will be synchronized.

"Wings", "The Singing Fool", "Lilac Time" and others are some of the big ones that have been booked. Stage shows and organ presentations will be retained.

Dickson Trial Set

DENVER—The trial of A. E. Dickson, Vice-President of Consolidated Theatres, Inc. who is charged with the murder of Herbert Powell has tentatively been set for October 8th.

Dickson has entered a plea of not guilty.

Ulmann with Shauer

M. Andre Ulmann, French exhibitor official has been appointed assistant to Mel Shauer, in the management of the Paramount Palace Theatre in Paris.

Kennedy-Rowson-Dowling- Newman Close Deal by Cable

Announcement was made yesterday by Joseph P. Kennedy, president of FBO Pictures Corporation, of the consummation of negotiations between Simon Rowson, representing Ideal Films, Ltd., of England, and FBO Pictures Corporation, whereby the FBO 1928-29 product will be distributed throughout the United Kingdom by Ideal Films, Ltd.

The deal was consummated by cable between Mr. Kennedy, who is in Hollywood, Mr. Simon Rowson, in London, and Mr. Ambrose S. Dowling, manager of FBO Export Corporation, in New York. Sol G. Newman, FBO's representative in London, was also instrumental in closing the deal.

Ideal Films, Ltd. are making elaborate preparations to launch FBO's 1928-29 program. Sol G. Newman, FBO's representative in London, who was instrumental in closing the new deal, will take an active part in the campaign.

Sam Zierler Leaving Excellent Pictures

(Continued from page 1)
After Zierler left Universal several years ago, he started the Commonwealth Exchange and has been its head up to now. Three years ago, in association with Simon Fillin he began producing independent pictures.

It is further understood that Maurice Chase, Vice President and general manager of Commonwealth will become President, replacing Zierler, and in association with Fillin will continue productions contemplated for Excellent Pictures Corp.

Academy Calls Meet

HOLLYWOOD — The Academy of Motion Picture Arts & Sciences will call a Special Meeting of the entire membership for Monday, August 6th, when vital matters affecting the Academy's future will be considered and important announcements made.

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DAILY REVIEW

NEW SYNCHROPHONE TO MAKE APPEARANCE SOON

A new talking picture sound-film device called the Synchrophone is in process of being launched on the market in New York and have headquarters near 42nd Street. A Mr. Wallace is in charge.

It is understood that the demonstration machine was taken part after the first showings and additional corrections are being made in the apparatus. It will be set up again in about three days and new demonstrations given the trade at that time.

ADMITTING MINORS CAN. JAIL OFFENSE

MONTREAL—The Police Authorities here are advising theatre owners that any violation of the ordinance prohibiting the admission of minors, whether accompanied by parents or not, will result in immediate arrest and prosecution.

D. Dufresne, prosecutor for the city declares theatres will be prosecuted for violations. The United Amusement Company states it is obeying the law, while the Theatre Managers' Association is to take action to prevent the loss of revenue.

Stage Producers Admit

Talking Film Menace

(Continued from page 1)

screen when transferred to the screen."

There will, necessarily, be a large producing and technical staff, details of which are to be announced. Negotiations are under way for an arrangement with one of the first line distributing corporations. In the deal, Vocafilm Corporation was represented by Mr. David R. Hochreich, President. Mr. Hochreich will remain in this capacity.

Among Mr. Woods productions on his schedule for the coming season, which are to be filmed, are: "Jealousy", starring Fay Bainter and Glenn Hunter; Florence Reed in "The Legacy", the new Shipman-Hymer play; "Fast Life", "A Man With Red Hair", "Scotland Yard", "The Great Jewel Robbery" and "The Censor's Holiday". Other Woods productions to be screened are: Florence Reed in "The Shanghai Gesture", "Crime", Ann Harding in "Stolen Fruit" and the Potash and Perlmutter series.

All of Mr. Brady's impending plays are included in the program, such as "Camera" and Grace George in "Dance a la Mode", and in all probability, those of Brady and Wiman.

The Messrs. Shubert will present all of their forthcoming productions on the screen. These include the two Willard Mack plays "Gang War" and "Paid Off", the Marcin-Shipman play "Trapped", "Big Pond" in association with E. H. Knopf and W. Farnsworth and "Congratulations", the Stanley Veyman operetta, "The Red Robe", "Chopin", the operetta based on the life and music of the composer of this name, "A Good Fellow", a musical play from the French, the new Kalman operetta now running in Vienna entitled "The Duchess of Chicago", and numerous others that have not yet been announced for stage production. "My Maryland", "Countess Maritza", "Lovely Lady", and "The Silent House" are also included.

Campbell in Town

Harry Campbell, New England division manager for Fox is in town at the Park Central. Harry will be here for a few days, rearranging plans caused by the acquisition of the Poli circuit by his organization.

Kodacolor Shown

Stern Brothers Department Store gave the first New York demonstration of the new Eastman-Kodak color film process yesterday.

About 100 ft. of 16 mm. film was run off showing fashions, garden and sea-shore scenes. Colors registered nicely without harshness although definition of the color on faces seemed to diffuse the features.

"RED" GRANGE SIGNED FOR TALKING FILMS

Taking quick advantage of the announcements being issued by talking film producers around New York, regarding desirability of stage talent, Jack Livingston, theatrical agent has signed up Red Grange exclusively for sound and talking pictures.

Livingston has also under contract such stars as Ben Ami, Donald Brian, Herbert Corthell, Jefferson DeAngellis, Andrew Mack, Robert Emmett Keane, Fuller Mellish, Nathan Franko Goldman and others.

Warners Close 5-Year

Contract for Vitaphone

Warner Brothers have closed a five-year franchise with E. C. O'Keefe and M. Fregger, who operate the Babcock Theatre in Billings, Montana, for Vitaphone attractions.

The theatre will open with Vitaphone in September. The deal was put over for Warners by Manager Wayne Ball.

W.E. Pays \$100,000

for Music Rights

(Continued from page 1)

Research Products, Inc., covering the use of music copyrighted by the 70 different publishers, in Movietone and Vitaphone productions for a period of one year, commencing September 5th, 1927.

The contract runs for a period of five years and provides that during the second year, a fee of \$125,000 is to be paid.

For the third year, a fee of 3½c per seat for each theatre in which the talking picture device or films may play, shall be paid and for the fourth and fifth years, 5c per seat for each theatre in which the device may play, will be charged.

The E.R.P. Inc., obtain only the right to use music incidental to that of musical comedies, operettas, music romances, symphonies, etc.

Vote on Sunday Films

IOWA—The Town of Villisca will shortly vote on the question of Sunday movies, with those in favor seeming to be in a majority. A special election may be held to vote on the question if enough expenses therefor are appropriated.

Dallas Fighting Mad

DALLAS—Following declaration by censors here that too many crime pictures are being made, Mayor R. E. Burt has come out with an ultimatum that distributors cease flouting the censors or he will consider the matter of closing all theatres on Sunday.

IF YOU WANT NEWS

READ THE DAILY REVIEW

In the Last Two Weeks—

The Daily Review was first to publish the fact that Al Woods and a group of legitimate producers had purchased Vocafilm and would photograph a good portion of their stage plays.

The Daily Review called the turn on the "positive" closing of the purchase of the Poli chain by Fox, 24 hours ahead.

The Daily Review was first to call to the attention of its readers that B. S. Moss was to head a gigantic pool of metropolitan theatres.

The Daily Review was the first motion picture publication to publish that the M.G.M.-Sapiro injunction suit had been denied.

The Daily Review was the first to publish the perfection of color film by George Eastman.

And Other Scoops of Minor Importance

THE DAILY REVIEW PUBLISHES THE NEWS FIRST

THE DAILY REVIEW'S PRODUCTION NEWS IS DAYS AHEAD OF OTHERS

READ THE DAILY REVIEW

COSMOPOLITAN-M-G-M RENTAL \$100,000

Hearst Constructing the
Sound Stages—M-G-M
Pays Installation Costs

BEECROFT SIGNS

By JOE BLAIR
Hollywood Correspondent

Metro-Goldwyn-Mayer is reported to be paying \$100,000 a year rental for the Cosmopolitan Studio in New York where they will produce sound pictures. The contract is for a term of 10 years and Hearst will pay the costs of reconstructing the studio interior for sound acoustics while M-G-M will pay for the wiring and apparatus.

Chester Beecroft yesterday signed a term contract with Major Bowes, as studio manager. The agreement will run from year to year. It is also understood that Warner Bros. were after the Cosmopolitan Studio last year, but couldn't obtain clear title.

Screen Veterans Get

Vitaphone Breaks

Darryl Francis Zanuck, Associate Executive of the Warner Studio, has announced the signing of Claude Gillingwater and Guinn Williams, each of whom will appear in two future Warner releases. Gillingwater is now at work in May McAvoy's latest starring picture, "Stolen Kisses" and Williams is pleasing the Warner executives by the performance he is giving at present in the supporting cast of Fannie Brice's Vitaphone special, "My Man".

"Tobis" Pool Combines

All German Talkies

(Continued from page 1)

casting officials, and Ivergon Lignose, Deutsche Tonfilm, De Forest's Phonofilm and Kuckenmeister.

The combine will be known as "Tobis" and there will be a 10 million marks stock floatation. Its purpose will be to supply exhibitors with efficient and inexpensive sound film equipment.

Exhibitors will thus be relieved of choosing between different systems, and in addition the combine will close Germany to foreign talking-film competition.

Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

FOR SALE

200 REELS OF FEATURES, DRAMAS, Western, Comedy, Scenic and International News. Lists free. Box 31, Exhibitors DAILY REVIEW.

WANTED

WANTED—TWIN 5-FOOT TYPHOON fan, in good condition, for cash. Box 101, Exhibitors DAILY REVIEW.

BUSINESS OPPORTUNITIES

WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

'FINAL RECKONING' 100% UNIV. TRAINED SERIAL

Everyone connected with the serial, "The Final Reckoning", started his career and received the major portion of his or her training at Universal City.

"The Final Reckoning" was designed as a boy adventure chapter-play. Since it was planned to star Newton House, Universal's boy star, a story by that great adventure novelist, G. A. Henty was purchased. Henty probably has the biggest boy audience of any author in the world.

The other principals of the cast are Buffalo Bill, Jr., although making serials for other organizations, had his start on the Universal lot; and Louise Lorraine who started with "U" with Stern Brothers comedies. Roy Taylor, the director, has never been with any other company.

Cody-Normand to Sail

HOLLYWOOD—Lew Cody and Mabel Normand may journey to Paris shortly. Cody may consider appearing on the London stage as well as in a sketch in a Paris Music Hall.

Small-Strausberg Take

over Roxy 5,000-Seat

(Continued from page 1)

not definite at this time, although the house is 99% completed and ready for opening. He may decide to let his own circuit, which controls 30 houses, run the theatre, but it would probably not be done without the cooperation of the Springer Circuit of Broadway theatres, in a buying combination for product against Loew and U.B.O.

Failing in this, Small will probably lease the house to an independent operator who will have to rely on a combination of First National-Universal of Warner first-run product, to put the theatre over. Al Gottesman, New Haven exhibitor is one of the independents reported after the theatre.

Of the original plans of the Roxy Theatre Corporation for three New York theatres besides the Roxy, ground has been broken at 58th Street and Madison Avenues and the Brooklyn house will open in September under direction of William Fox.

Film competition in the upper Broadway section is intense, what with Loew, K-A-O and Fox houses in the immediate vicinity and the new theatre will play an important part in changing the complexion of things in this district.

Re-Elect Schenck

U.A. Pres-Chairman

(Continued from page 1)

Dennis F. O'Brien, Nathan Burkan, Albert H. T. Banzhaf, Harry D. Buckley, Christopher J. Dunphy, James A. Mulvey, Bertram S. Nattack. All but Mr. Dunphy were re-elected. This New York banker has been named by Gloria Swanson as her eastern business representative and is with E. F. Hutton & Co.

STUDIO GOSSIP

Alice White's making the grade on high and Jack Mulhall's stepping along. He says he is going to play in her second starring vehicle for First National, "Ritzzy Rosie" which Mervyn Leroy will direct.

Upon completion of "Take Me Home", Bebe Daniels will leave for the East. She thinks this will be about the middle of August and boy, what she's planning to do to those New York shops!

Ray Taylor has been chosen to direct "The Final Reckoning", a Universal chapterplay.

There is much elation being shown by Russ Farrell, Charles R. Rogers, Harry J. Brown and Reed Howes, all of whom had a hand in making "The Skywoman", the first of a series of aviation pictures being produced for Educational.

Cornelius Keefe has the lead in the James Oliver Curwood story "Thunder God", a Morris Schlank Production. Charles Hunt, directing.

Back home and rested, Billie Dove, First National star who has been spending some time at Coronado Beach, returned ready for work.

With "Show Boat", "The Collegians", "Forbidden Love", "The Shakedown", "The Play Goes On" and "It Can Be Done" all being made at Universal City, it looks like an extra's haven.

George Irving has been signed by Paramount to play a judge in "The Docks of New York".

Robert Armstrong formerly a prominent member of the legitimate stage has been cast for the part opposite Irene Rich in "Ned McCobb's Daughter", to be a Pathe-DeMille special.

Richard Barthelmess is planning to go on location in and about the Panama Canal for exteriors in "Scarlet Seas", his next for First National.

Good dialogue writers being in much demand, Warners have signed up Francis Powers, well known for many years as a playwright, an actor and a director. He will also write titles for a forthcoming Vitaphone special.

"Uncle" Carl knows his Greek. He saw Elena Aristi, an extra at Universal in some "rushes" and put her under contract. To our knowledge, she will be the first featured player of Greek origin.

Now that he's finished with the titles for "Beggars of Life", Jim Tully says he'll be leaving shortly for a trip abroad, and while he's in dear old England, he plans on interviewing the George Bernard Shaw.

Hugh Roman is the latest addition to the cast of First National's "Show Girl" being directed by Alfred Santell.

"BIG HOP" BUCK JONES FIRST GETS ONCE-OVER

Donn McElwaine, production manager of the Buck Jones Corporation, arrived in New York Sunday morning with the first print of "The Big Hop", Buck's initial independent production.

The star, will arrive next week, bringing with him a finished print in which the fade-ins and final title revisions will be perfected. The picture will then be shown to exhibitors and the press.

The technicolor sequence, in which aviators in uniform and attractive women in fashionable evening attire disport themselves at an aviation ball preceding the Big Hop, lasts about five minutes.

The Picture will be put into work immediately in the synchronizing laboratory of Cortellaphone.

Ray Doyle Scenarizes

"Madonna of Avenue A"

Ray Doyle has been assigned by J. L. Warner to write the script for the forthcoming Vitaphone Road Show, "Madonna of Avenue A" in which Dolores Costello will star following the completion of her current vehicle, "The Redeeming Sin". Doyle's latest work at adaptation was "White Shadows of the South Seas".

Wilson with Vitaphone

Lois Wilson, has been engaged by Warner Brothers for the female lead in their "all-talkie" Conquest, soon to start in production.

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TO QUINCY
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Progress Being Made by Independent in Moss Pool

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 29

New York, Saturday, August 4, 1928

FIVE CENTS

OBSERVATIONS

"Lilac Time"

Last night we attended with much expectation, engendered perhaps by glowing advance notices, the opening of the First National picture, "Lilac Time". To our mind, this is one of the industry's greatest examples of waste. Had the original play been adhered to, it might have turned out excellently, but looking at "Lilac Time" as it reaches us now, what do we find?

Wonderful Airshots

We find several aeroplane sequences magnificently done, used as the background for no story at all. Outside of these expert shots and some beautiful photography generally, there is nothing, absolutely nothing in the picture to list it out of the class of a program attraction. The original play, which earned its success because it was good and exciting drama, with an original and pathetic twist, has been thrown out entirely. We have instead, innumerable and unending close-ups of the star, and countless "hammy" titles.

Fitzmaurice

We do not believe the fault lies with director George Fitzmaurice. It is quite evident the material he had to work with was so fragile that it is surprising he was able to make a picture at all; and perhaps it's not his fault that we are treated to the overabundance of tiring close-ups. We wonder why, though, that a little more originality could not have been shown in two particular sequences, which were more than reminiscent of the "Big Parade".

Might Click

This may prove a great tear-wringer, and make a lot of money for First National, but looking at it from the other side of the fence, and contemplating the vast sums spent upon the picture, it is our idea of one of the things that's "wrong with the movies".

BUY SELZNICK OUT OF CORTELLAPHONE

A reorganization of Cortellaphone was held last night, which was attended by Cortella, the inventor of the process; Hefferman, Boston banker, Col. Hawkins and Russell Parrish, and the sound device is to be put in the market immediately.

No affirmative details could be learned but it is being whispered around that Lewis J. Selznick may make his exit almost as fast as his entry.

Col. Hawkins, general manager of Picturetone or Cortellaphone could not be reached but Parrish admitted a statement would be mailed out.

(Continued on page 4)

NOTABLES ATTEND F.N. "LILAC TIME" OPENING

Among the notables who were present at the premier of "Lilac Time," First National's spectacular aviation film, at the Central Theatre last night were Commander Richard E. Byrd and a party, Jack Dempsey and Estelle Taylor; Will Hays, Irving Rossheim, president of First National Pictures, Richard A. Rowland, Ned Depinet, Samuel Spring, E. F. Albee, Walter Wanger, J. J. Murock, John C. Flinn, Nicholas

(Continued on page 2)

Four Features on New Broadway Program

Four new pictures will be on the Broadway program this coming week. "Forgotten Faces", will be at the Paramount Theatre; "The Perfect Crime" with synchronization at the Rivoli; Greta Garbo in "The Mysterious Lady" at the Capitol and "Powder My Back" with Irene Rich at the Hippodrome.

The hold-overs include "Glorious" (Continued on page 4)

Gunmen Threaten Lab Man Fight Film War Brewing

Chicago Gang Protects Bootleg Privileges for Tunney-Heeney

No wonder Tex Rickard insisted that whoever acquired the rights to photograph his recent heavyweight fight must put up cash money for the privilege and it had to be an outright buy as he did not want to participate in any percentage or, in other words have anything to do with the distribution of the picture.

Hudson Bill Would Make Film Industry Public Utility

Warners on Rampage

Warner Brothers are on a rampage. The Class "A" stock gained 3½ points yesterday with 44,200 shares being traded. The closing price was 64½.

The Warner curb stock gained 7¾ points with 50,000 shares turnover.

LAEMMLE APPOINTS FLADER TO U CHAIN

Carl Laemmle has announced the appointment of Fred A. Flader as General Manager of the Universal Chain Theatrical Enterprises, Inc., controlling over three hundred theatres throughout the United States.

For the past six months the "U" Chain has been under the direction

(Continued on page 4)

"Godless Girl" Aug. 19

HOLLYWOOD—Cecil B. DeMille's Pathe Production "The Godless Girl" will open at the Biltmore Theatre here on August 19th, without synchronization or dialogue.

Independents Meet on B. S. Moss Pool

A big meeting of the independent theatre owners was held in New York this week at the offices of the Sapiro organization, at which representatives of practically every independent circuit in New York was represented.

B. S. Moss was present and answered all questions regarding the pool. A committee was appointed to draw up all the details.

Canon Chase Favors Gov't. Distribution of Film

C. C. Pettijohn, General Counsel for the Motion Picture Producers and Distributors of America has made an analysis of the Hudson Motion Picture Bill, which is being sponsored for introduction in Congress by Canon Chase, professional reformer.

Pettijohn describes the measure as by far the most radical and revolutionary measure affecting the motion picture industry ever brought before Congress.

This Bill is fundamentally wrong because it is predicated on the false premise that this industry is a Public Utility. Its terms and provisions are vague, ambiguous and contradictory. It is useless because it is an attempt to create a new agency to enforce the anti-trust laws already on the statute books and being ably and diligently enforced by competent agencies which have been functioning for years. It puts the

(Continued on page 2)

M-G-M SIGNS DE MILLE CONTRACT-STARTS SEPT.

Setting at rest all rumors as to Cecil B. DeMille's future plans, Metro-Goldwyn-Mayer formerly announced yesterday that contracts had been signed with the producer-director. This was reported by Exhibitors Daily Review.

Mr. DeMille will produce a series of super-productions for release through M-G-M, and will come to

(Continued on page 2)

Kennedy-Lebaron Here Tuesday on Talkies

J. P. Kennedy wired from Hollywood yesterday that no successor to Rowland had been decided on yet. He left the coast yesterday, accompanied by William LeBaron, V. P. of

(Continued on page 4)

BRADY DENIES VOCAFILM PURCHASE—OPTION ONLY

William A. Brady yesterday divulged that, in direct contrast to David R. Hochreich's statement that Messrs. Lee and J. J. Shubert, A. H. Woods, William A. Brady and others had acquired the Vocafilm Corporation of America, the producers associated with him had not purchased

(Continued on page 4)

DAILY REVIEW

EXHIBITORS

Reg. U. S. Pat. Off.
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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Lou Blumenthal took a bridge lesson from Professor Lou Baum and says it was well worth the money . . . Charlie Einfeld has gone on a vacation and is giving Asbury Park a treat for two weeks . . . Dick Rowland, who has been in picture business for 20 or 30 years—take your choice—has resigned from First National and will leave the industry flat for a year or two . . . Frank Buhler has been transferred to Pittsburgh and we'll miss him on those Stanley Tuesdays in New York . . . Lee Marcus says the first FBO talking picture is "The Perfect Crime" but it isn't any crime at all . . . Nat Rothstein is getting himself all readied up for a two months trip to Europe and will sail from here on August 31, combining business and pleasure with a little foreign golf . . . George Harvey has been selected as the next president of the A.M.P.A. and will undoubtedly be the handsomest president since Bruce Gallup's day . . . Fred Desberg is here from Cleveland conferring with Col. Ed Schiller and other officials of Loew's . . . Si Seadler leaves Monday on a two weeks' vacation and threatens to take some golf lessons while he is away . . . Al Kaufman has departed for the coast to take up his new job as assistant to Jesse Lasky . . . David Loew looked over the new Buick in the Astor lobby and decided he would not choose it over a new Rolls-Royce . . . Morris Kohn—famously known as "Pop", is devoting his attention to the real estate business in Bergen County, N. J. and going great . . . Harry Field—the mysterious—is spending a few days in New York before returning to Philadelphia where he may transform the City Hall into a theater . . . Al Boyd, formerly one of the Stanley heavyweights, is in New York and holding conferences with Paramount officials . . .

Hudson Bill Would Make Film Industry Public Utility

(Continued from page 1)

government into the motion picture business. It is contrary to public opinion, because the people of America are opposed to censorship and it is impracticable and unworkable because it would be an utter impossibility for such a proposed Bureau to obtain the services of men and women competent and able to carry out its aim and purposes.

It provides for the creation of a Commission, which would supplant the Federal Trade Commission, with power to control, regulate and dominate the whole industry, producers, distributors and exhibitors.

The commission would be composed of six people, two of whom are to be lawyers, two teachers, one dramatic critic and one person with picture experience, under supervision of the Civil Service Commission. The Commissioners will hold office for life.

A reading of the bill convinces Pettijohn that it is nothing more or less than an attempt to put into office six political appointees, with no knowledge of, or experience with the mechanics of the industry, to tell leaders of the film business who have devoted years to the task how to better production and distribution.

The chief harm in the bill lies in its first section which declares that the motion picture industry is hereby declared to be a public utility. This means that all the concerns engaged in any branch of the motion picture industry are by one stroke of the pen to be transformed into public service companies.

None of the component parts of the industry have the necessary essentials or attributes of public utilities and Congress cannot change their character and functions by merely passing a law declaring them to be that which they are not.

Pettijohn reasons that if this industry can be transformed over night into a public utility, then in like manner could the automobile, clothing and other industries be brought under governmental control, regulation and operation.

The bill further provides specific practices which shall be considered unlawful.

They are: (1) For any dealer (which includes anyone connected with the industry) to use a contract containing the present arbitration clause. (2) For any dealer to re-issue old pictures under new names. (3) For any dealer to increase the price of film or admission fees to theatres to any undue or unreasonable degree, (which is price-fixing pure and simple); (4) For a distributor to sell an affiliated theatre without affording all competing theatres and non-theatrical accounts a chance to bid on the films in free and open competition.

(5) Illegal to Block-book; (6) Practices of exclusive dealing contracts, price discrimination, price fixing or manipulation apportioning product that would restrain trade or create monopoly; (7) Unfair competition to export trade.

Other new provisions are:

(8) Taking jurisdiction away from Federal Trade Commission; (9) admits filing of petition of complaint by any person on anything done or omitted to be done, after which hearings are held, orders entered and then complaints thrown into the courts; (10) Bureau to determine reasonableness of rates; (11) Filing persons \$500 for failure to obey any order of the Commission; (12) Permitting court injunctions against failure to obey orders; (13) The creation of a distributing agency by the commission to manage rent and lease all films in interstate commerce; (14) to create a percentage basis of payment of rentals; (15) to classify the theatres of the country and to fix prices for corresponding classes; registration of all persons in the industry and trade associations and other remedies.

RCA PHOTOPHONE READY BY AUG. 15

The plans of the RCA Photophone enterprises will be made public around August 15th, all departments of the company having promised to have details and product in ship-shape form for quantity release.

Several minor companies are in process of formation; preliminary films are being made and projector apparatus for theatres are being rushed, and a general RCA splurge all over the country is expected to get under way by September 1st.

M-G-M Signs DeMille

Contract—Starts Sept.

(Continued from page 1)

that organization with his entire personal staff.

He will move from the DeMille studio within one month, and will start his first M-G-M production shortly thereafter. The title of his first picture was not disclosed but it is stated that it will be a modern story produced on super-picture lines.

"The acquisition of Cecil B. DeMille to the M-G-M fold is one of the most important moves in the history of our company. The name of DeMille represents a type of entertainment that occupies a warm spot in the hearts of the motion picture public throughout the world."

TALKING LAP DISSOLVE CREATED BY ZUCKER

The lap dissolve in talking pictures has been perfected and will be seen for the first time in "The Perfect Crime" at the Rivoli this coming week.

A 1,000-foot prologue and epilogue for the film was produced at the RCA Photophone Studios by Richard Currier and Chief Photographer Frank Zucker, and will be shown as part of the feature at the Rivoli.

Zucker claims to be the first to have perfected the lap dissolve, photographed in sound, and considered hitherto as difficult to accomplish. He also claims to be able to produce in perfect synchronization any camera trick of the silent films.

Notables Attend F.N.

"Lilac Time" Opening

(Continued from page 1)

Schenck and other prominent screen executives.

Colleen Moore, the star of "Lilac Time," was represented by her mother and father, Mr. and Mrs. Charles Morrison, of Los Angeles. The entire executive personnel of First National Pictures, producers of "Lilac Time," were also present.



Just Published—

"The Story of the Films"

Edited by JOSEPH P. KENNEDY
PRESIDENT, FBO PICTURES CORPORATION

The Intimate Story of the Unpublished Secrets of the Movies, Past, Present and Future!

MUCH has been written about the movies, but here at last is the book that gives the only authentic version of the origin, growth and development of the movies as told by the pioneers of the industry themselves—men of vision, who early recognized the immense possibilities of the motion picture, nursed it through its cradle days, ventured their all of capital and energy upon its future, and reaped great rewards as the infant grew to a giant.

Never before have the intimate secrets of filmdom been told so clearly, yet simply. One by one, men like Will Hays, Adolph Zukor, Jesse L. Lasky, Milton Sills, Sidney Kent, Samuel Katz and a host of other outstanding movie personalities talk as face to face with you, answering practically every important question on how motion pictures are made, sold, and shown.



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PICTURE REVIEWS

"WHITE SHADOWS IN THE SOUTH SEAS"

Metro-Goldwyn-Mayer

Directed by W. S. Van Dyke
Featuring Monte Blue,
Raquel Torres, Robert Anderson.
Really a special!

It's a sin that this just misses being a really big picture. It contains perfectly beautiful photography; natural locations with the aboriginal tribes of the Marquesas Islands forming settings worthy of the photography; and Frederick O'Brien's story, the keynote of which is that civilization makes a prostitute of these virgin islands using them only for extracting the material assets. And Van Dyke never bores us with the continuous flashes of the customs of these islanders. But he should have either played less or more attention to the actual story. It is anticlimactic. Monte Blue seems a little too depressed by it all, but outside of this expression, fits nicely into the role. Raquel Torres is absolutely perfect as Fayaway and Anderson does all that's necessary. Natives formed the rest of the cast.

"LOVES OF AN ACTRESS"

Paramount

Direction Rowland Lee
Cast Pola Negri,
Nils Asther, Paul Lukas, Richard Tucker.

The first half of this picture, taken from the life of Rachel, is excellent. The second half very poor, sinking into almost maudlin theatrics. Had the idea been planted from the start that the story was authentic, being taken from the life of this renowned character, a great many incidents would have been more plausible and enjoyable. Though very good work is done by the entire cast the picture remains less than fair, only the first half having any audience appeal. Miss Negri, never looked better. The direction of Rowland Lee was spotty. The photography by David Milner was fair, the titles by Julian Johnstone were poor. The Paramount synchronization in this production is the least satisfactory of all we have heard.

"BEAT BROADWAY"

Metro-Goldwyn-Mayer

Directed by Malcolm St. Clair
Featuring Lew Cody,
Aileen Pringle, Sue Carol, Hugh Trevor, Heinie Conklin, Kit Guard, Jack Harriek, James J. Jeffries.

Will draw on strength of stars and background, but story which has been hewed from many branches turns out to be a weak sister.

While the title is not fitting and the humor and sub-titles are trite, these do not form the main trouble with the picture. It is the story which founded on the very good idea of exhibiting the private life of the biggest fight promoter of the day, is poorly connected and trails from one thing into another, until at the end you have little substance. Aileen Pringle has nothing whatsoever to do and Sue Carol who was rated as one of the best bets among newcomers, is not quite at ease because the script makes her too naive for belief.

CONCENSUS OF OPINION

By Blanche F. Livingston

Regardless of weather conditions, picture openings are still "big events" along Broadway and "White Shadows in the South Seas" drew the usual mob scene in front of the Astor. M-G-M almost had a super film. The photography is exquisite, the naturalistic settings and customs are made extremely interesting and the story itself is there, but the trouble is the last item has been treated with dulled eyes. However, it certainly warrants a \$2.20 top.

The Negri fans will find "Loves of an Actress" which run at the Paramount, just the berries. To those who seek a picture for the picture's sake, it will prove a very average film.

Pathe's "At Yale" served as amusing fare for the Strandites, and it will undoubtedly do the same wherever it plays. Breezy and romantic with Rod La Rocque. But the older folks couldn't see much sense to it.

"Beat Broadway" didn't get half as much rise out of the Capitol audience as the heat did out of the thermometer. M-G-M has put in too many angles with too little effort in making them coherent.

"The Port of Missing Girls", a Brenda production played at the Hippodrome, although it has all the earmarks of a small town picture. Nor does this flicker teach any great lesson, if that's what it started out to do, although I doubt if it ever had such honorable intentions.

What the New York Critics Think

"WHITE SHADOWS IN THE SOUTH SEAS"

Sun: " . . . odd mixture of epic tragedy and old-fashioned movie melodrama."

Eve World: " . . . exotic settings of breath-taking beauty . . . an artistic screen version."

Post: " . . . a canny, rhythmic piece of work, aided considerably by the restrained use of sound effects."

"LOVES OF AN ACTRESS"

Times: " . . . can be called only another motion picture."

Telegraph: " . . . story trite and unoriginal but the entire action is forced and slow."

World: " . . . a picture lopsided with love and kisses."

"AT YALE"

N. Y. Eve. Journal: " . . . mediocre material."

Post: " . . . various quotas of entertaining comedy, dragged-out sequences, good direction and terrible puns."

Sun: " . . . one of two episodes are rather funny and there is a pleasant air of spontaneity about the affair."

"BEAT BROADWAY"

Eve World: " . . . Cody and Pringle have made pictures which were more entertaining."

Times: " . . . it trembles on the edge of being intelligent, but alas, never quite makes the grade."

Telegraph: " . . . picture starts from nowhere and arrives at that point."

"THE PORT OF MISSING GIRLS"

World: " . . . all so vague and so unatmospheric that it grows siller."

Eve World: " . . . some of the picture is quite entertaining. It is a little too long."

N. Y. Eve. Journal: " . . . is an obvious and crude aim at the box-office."

"NONE BUT THE BRAVE"

FOX

Director Albert Ray
Featuring Charles Morton,
Sally Phipps, Farrell MacDonald,
Sharon Lynn, Billy Butts,
Alice Adair, Tyler Brooke.

Will go over where William Haines hasn't put in an appearance. Lively without hitting any high spots.

We are evidently in for a cycle of pictures wherein the little kid eggs on the big man to better things. This film also belongs in the class containing a smart alecky hero who gets away with a lot of wisecracks and other things. The twist that is "different" is that he really doesn't get the insurance policy he starts out to sell. The picture needs cutting, but what it has is a lot of pep, good settings, a Technicolor sequence and showy direction. Farrel MacDonald takes acting honors with Tom Kennedy in second place. Sally Phipps is okay but Charles Morton, while pleasing, has to force his stuff a bit.

"THE BEAR'S WEDDING"

Sovkino

Directed by K. V. Eggert
Featuring K. V. Eggert,
Vera Malanovskaya.

A raw piece of work which will not be accepted by American audiences.

Even those paying-patrons who are wont to sit through a poorly made picture just to enjoy the few risqué scenes, will not extend this category to "The Bear's Wedding", for it is distinctly of the crassest nature and that it got by the censors, is just another one of those miracles. For the heaven's sake, don't play it if you cater to a family trade. The director saw to it that a thorough job was done all 'round, for he is also starred. The picture is sugar coated by the fact that it is a supposed legend depicting the outcome in the son when his mother had been bitten by a bear shortly before his birth.

"AT YALE"

Pathe

Directed by Edward H. Griffith
Featuring Rod La Rocque,
Jeanette Loff, Hugh Allen, Joseph Cawthorn, Tom Kennedy,
Lawrence Grant, Oscar Smith,
Jerry Mandy.

Not an epic of college life, but amusing as screen entertainment.

Director Griffith is wise in keeping the pace at a high tempo throughout, because should one be left a moment of rest to sit back and think about the probabilities of the story, everything would be lost. As it stands, however, with the hero entering at the last moment and winning "the big game" for Yale; with its many gags and Tom Kennedy, Jerry Mandy and a clever little monkey to carry off the comedy; and with Rod La Rocque and Jeanette Loff who looks okay as a newcomer, holding up the romantic end, the picture will be well received.

Sound Featurettes

"THE MOVIE MAN"

Vitaphone-Warner Bros.

Featuring Charles Rogers,
Violet Palmer, Walter Rodgers,
Louise Carver, Natalie Warfield.

A playlet burlesquing the motion picture in the making. Fair.

This playlet is given in two scenes, the first being taken outside the casting office where Charlie meets Violet, both applying for a job. Their make-up also burlesques their particular types. The next scene is on the set where the director is making a very teary melodrama and puts these two in the leads. From then on the thing goes pretty much slapstick, but has a strong finish with the words in limerick style.

"THE HONOR SYSTEM"

Movietone-Fox

Featuring Clark
and McCullough.

Best where this team is a particular draw, because without their reputation the thing isn't as funny.

Clark and McCullough, two crooks suspected of a big pearl necklace robbery, are brought before the Sergeant, who believes that all crooks can be made to deliver the goods if they're given a chance. Therefore, after allowing the pair of comedians time for some new and several old lines, he asks them to place the necklace in his hat while the lights are out. The lights go up again with the place is a clean sweep, Clark and McCullough literally having kidded the pants off the officer.

"THE SONG OF THE BUILDER"

Paramount-Publix Music Dept.

Only for the audience which will accept the high-brow canned.

This is taken from the Edgar Guest poem, picturing on the screen, various phases of the builder of skyscrapers. The accompanying sounds and the voice reciting the poem have been synchronized on a disc. Result, noisy.

KENTUCKY JUBILEE SINGERS

Movietone-Fox

Good harmony by negro group. Will be appreciated in the better class house.

Makes a restful number with this group singing this time such melodies as "Down Virginia" and "Shout All Over God's Heaven".

CLARENCE BROWN TO DO 'HAMLET'

Will Produce Modern Version for M-G-M

By JOE BLAIR
Hollywood Correspondent

Clarence Brown, it is definitely understood, will direct the screen version of "Hamlet" similar to the stage version presented several years ago in New York in that the characters will be brought up to date. The title of this version was "Hamlet in Modern Clothes". This will be Brown's first talkie picture.

Columbia Signs Writers

Harry Cohn, vice-president in charge of production at Columbia announces that under the editorship of Harold Byron, the scenario staff has been greatly augmented and will be working under full speed for some time to come. The newly added writers are Beatrice Van, Sonya Levien, and Lillie Hayward.

Sign Clark-McCullough

Winfield Sheehan is certainly losing no time in getting all available stage talent running around loose for Movietone production. The latest he has signed up are Clark & McCullough, noted comedians, on a long term contract.

Harlan Thompson, dramatist and his wife Marian Spitzer, widely known writer, have also been placed under contract by Sheehan.

Moran-Gribbon Team

Polly Moran and Harry Gribbon have been teamed by Metro-Goldwyn-Mayer studio officials for the production "Greasepaint" which is to be directed by Herman Raymaker. It is an original story by Jack McGowan who wrote "Excess Baggage".

Buy Selznick out of Cortellaphone

(Continued from page 1)

Mr. Goldberg, attorney for the Buck Jones which holds a contract with Cortellaphone for synchronizing three Buck Jones pictures, has notified Cortellaphone that the first one, "The Big Hop" is ready for sound accompaniment, and has received assurances that the work will be done.

Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

FOR SALE

200 REELS OF FEATURES, DRAMAS, Western, Comedy, Scenic and International News. Lists free. Box 31, Exhibitors DAILY REVIEW.

WANTED

WANTED—TWIN 5-FOOT TYPHOON fan, in good condition, for cash. Box 101, Exhibitors DAILY REVIEW.

BUSINESS OPPORTUNITIES

WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

Gunmen Threaten Lab Man Fight Film War Brewing

(Continued from page 1)

men. Instead of buying for this foreign territory as they had represented, they made the purchase in order to cover themselves for the "Bootlegging" rights.

Episode No. 3. A representative of one of the small laboratories, it is said, bribed one of the employee's of the laboratory who was doing the printing for Gold-Hawk, and sneaked a print over to his lab, making a dupe negative, later returning the print used.

Episode No. 4. The gunmen having had some experience with the Chicago Dempsey-Tunney fight pictures, finding out this representative had a dupe negative, crashed his office with the threat of "taking him for a ride" if he sold any prints from his dupe, as they had paid \$12,500 for the bootlegging rights and they would see that their rights were protected.

Episode No. 5. Gold-Hawk have seized five prints in upper New York state and are prosecuting Albert Kauffman owner of the New Empire Theatre Syracuse, claiming he had bought five prints of the picture from some one in New York who did not have the right to sell them. They seized one print at the New Empire Syracuse, one at the Rome Pleasantville, another at the Palace Buffalo, one at a theatre in Oswego and another at the Arverne Theatre at Arverne, Long Island.

Laemmle Appoints

Flader to U Chain

(Continued from page 1)

of an operating cabinet headed by Charles B. Paine, who will continue as associate to Mr. Flader. No changes in the executive personnel of the home office or the field are contemplated as the organization is now functioning efficiently in every department.

Flader was formerly General Manager of the Universal Exploitation Theatres throughout the country when the producing company had first runs in every key city.

KENNEDY-LEBARON ON TALKIES

(Continued from page 1)

FBO and they are due in New York Tuesday.

LeBaron will map out a campaign on the talkies and search for suitable talent. He is negotiating for three well-known stage stars whom he hopes to sign in New York.

Brady Denies Vocafilm

Purchase—Option Only

(Continued from page 1)

the corporation yet but had merely taken an option on it until such time as they could investigate its merits.

Hochreich stated, that production of apparatus, much of which would be portable until such time as theatres were ready for the big equipment was about 50 to 100 complete devices per week and that within the next twelve months, they would equip five thousand theatres.

In referring to the film production of stage plays, Brady is quoted as saying: "I think that the encroachment of the motion picture producers on the province of the legitimate theatre with their talkies is the biggest issue Equity has ever faced in its existence and if they don't speed up some protective action it is going to work irreparable injury on the organization as well as the legitimate theatre".

STUDIO GOSSIP

Stan Laurel and Oliver Hardy have entered upon another production, this to be supervised by Leo McCarey with James Parrott direction. Their most recent finished picture is "Two Tars".

And speaking of this team, reminds us that Stan Laurel is the most popular individual around the Hal Roach studios and that includes Hal Roach also.

The option on Clive Brook's services has been taken up by Paramount for another six months.

Universal executives who have been fortunate enough to see the rushes on the Wesley Ruggles production "Forbidden Love" are extremely enthusiastic about the work of Mary Philbin.

Harry D'Arrast has finished "Dry Martini" for Fox. The cast included Albert Gran, Mary Astor, Sally Eilers, Mat Moore, Albert Conti and Tom Ricketts.

Ben Reynolds, cameraman, has been signed to a three year contract by Warner Bros.

Henry King is having trouble selecting the proper cast for the Inspiration-Halperin production "She Goes to War" which will be released by United Artists. So far, he has selected Gary Cooper and Ivan Lebedoff. It is thought that Camilla Horn will play the female lead.

Dorothy Dwan has deserted pictures temporarily and signed a year's contract with Henry Duffy to appear in stage productions on the coast.

Ralph Dietrich has been appointed head of cutting room operations on Movietone productions for Fox.

Alfred Green has finished his latest Fox production "Making the Grade" taken from a George Ade story. Edmund Lowe and Lois Moran are in the cast.

W. S. Griffith started shooting "The Love Song" yesterday at United Artists Studio.

Harold Byron has been appointed scenario editor for Columbia Pictures. Byron has been reader and scenario editor for Fox.

Jean Herschell's next picture for Universal will be "The Blaise Cendrars", a Saturday Evening Post story called "Sutter's Gold".

Frank Austin will essay the role of Abraham Lincoln in Columbia's forthcoming production, "Court-Martial".

Both Carroll Nye and Ralph Graves have been assigned to roles in "Gold Braid", M-G-M's naval aviation film starring Ramon Navarro.

Typewriters are humming over at the Christie studios and the new hands pounding them are Henry McCarty, Reed Heustis and Harry Freed.

NEWS FROM THE UFA STUDIOS

UFA Productions will shortly start work on "A Scandal at Baden-Baden" starring Brigitte Helm, well known for her portrayals in "Metropolis" and "The Love of Jeanne Ney". This is an Alfred Zeisler production and will be directed by Erich Waschneck, who directed "Sajenko-The Soviet", also an Ufa film, featuring Michael Bohnen celebrated star of the Metropolitan Opera House and Suzy Vernon.

Director Joe May has commenced preparations for the third Erich Pommer feature, "Asphalt", an UFA Production, and actual work will begin at Neubabelsberg soon. Gunther Rittau, the camera wizard credited with the success for the trick photography and camera stunts in "Metropolis", will be in charge of the camera on this production.

The educational department of UFA Productions has just completed two animal films at the famous Hagenbeck Zoo of Stellingen, near Hamburg. In this zoo the animals have no cages or iron bars, all including the man eating lions and tigers are living as if they were free. They are separated by deep canyons which they cannot surmount.

Harry Piel, daredevil of the German adventure pictures met with a serious accident while making his latest UFA Production, "His Strongest Weapon", when his motorcycle overturned.

FOUR NEW FEATURES

(Continued from page 1)

Betsy" at the Strand at popular prices; "Loves of an Actress" with Pola Negri at the Rialto; "Street Angel" at the Roxy; "Lilac Time" at the Central; "White Shadows of the South Seas" at the Astor; "Tempest" at the Embassy; "A Woman of Paris" and "Caligari" at the Cameo.

GUESS —OR KNOW

"what's Kennedy going to do with First National?"

"will Schenck get his Russian contract?"

if you read THE DAILY REVIEW you won't have to guess, you will KNOW.

Roach to Pick Winner Out of 30 Local "Our Gangs"

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 30

New York, Monday, August 6, 1928

FIVE CENTS

OBSERVATIONS

Not Kennedy

We venture the opinion had Joseph Kennedy been at the helm of First National at the moment "Lilac Time" was contemplated, there would have either been no "Lilac Time" or a different picture altogether. And we feel certain the results would have been greatly different from the offering now on view at the Central Theatre.

Waste

Kennedy would not have permitted the purchase of a play, no doubt for quite a nice sum, merely to use the title. He would not have permitted a production head and a staff of writers to alter a manuscript that as originally written would have been good picture material and an excellent vehicle for Miss Moore. He would not have permitted any organization to spend the amount of money on a picture, for a star with the drawing ability of Colleen Moore, that was spent on "Lilac Time" even providing the picture was good. There was no necessity for it; there was no reason for an expenditure of approximately \$750,000.

Colleen Big Draw

Miss Moore is one of the best box office "draws" in this business. She is an excellent actress and does not require a stupendous production, with the lavish production cost that would of necessity have to go with it. The story of "Lilac Time" as seen on the stage would have been an excellent vehicle for her and, produced with a semblance of good business judgment and a rather strict adherence to the original story, would have done as much, if not more, business than the present picture and at a cost of may, many thousands less.

Futile

This production proves again, as has been the case many times before, the futility of one organization, recognizing the success of a picture of a competitor, attempting to grab this idea and make an even better attraction. What is true with two different organizations is more so with productions from the same studio. Seeing that a certain type of story went over with a bang, the same organization, same direction and in many cases the identical cast were put to work on a duplicate. The second always suffers in comparison to the first. But producers do not seem to want to believe it.

WILKERSON

U. S. SUPREME COURT MAY GET P-F-L APPEAL FROM FED. ORDER

Paramount 3 for 1 Stock Split-Up Decided Today

Paramount Famous-Lasky Corp., stockholders will meet at noon today at a Special Meeting, to vote on increasing the 1,000,000 authorized shares of common stock of the corporation to 3,000,000 without par value.

The increase will be accom-

plished by changing each share of common stock without par value into three shares of the new common stock without par value.

Approximately 6,292 stockholders or their representatives will be entitled to vote on the 3 for 1 split-up.

PORTLAND RE-OPENS ARBITRATION CASE

PORTLAND, Ore.—Although there have been rulings established by the courts that a case in film arbitration may not appeal from the decision of the Board, or the case be re-opened after a decision has been granted, a re-hearing of a case decided here in 1927 was held by the Film Board of Arbitration.

It was the case of FBO vs J. B. Sparks of Moro and Grass Valley, Oregon. Sparks has reinstated the case on the ground that he had not been present or represented at the original hearing.

The first award was sustained in favor of the exchange, however, the board deciding that Sparks was guilty of breach of contract in failing to play pictures legitimately contracted for.

HAL ROACH TO SHOOT LOCAL 'OUR GANG' FILMS

Metro-Goldwyn-Mayer has sent out four crews to different territories throughout the country, in Hal Roach's campaign on the "Our Gang" comedies, to select a winner who will be given a contract to appear in "Our Gang".

Irving Browning of the Browning studios left New York Saturday on a trip to Norfolk, Richmond, New Orleans, Houston, St. Louis and Kansas City to shoot a stock comedy with local talent.

A special stock scenario is being used by the four crews to make the comedies. Ten days after a picture is shot, the film is sent to New York to be put into shape and then sent back to the local Loew house to be screened for the home folks, and to

(Continued on page 4)

MOSS POOL IN CHECKER MOVES AGAINST "BIG 3"

Del Rio Arrives on Way to Meet Schenck

Dolores del Rio, trunks, entourage and all arrive in New York this morning from the Coast, and the petite star will render interviews for the fan and trade press, at the Ritz.

She will sail on August 18th for Europe and will meet Joseph M. Schenck abroad for visits to foreign capitals.

"Deported" by George Scarborough has been purchased by Edwin Carewe for Miss del Rio's next vehicle.

Decide Time Ripe to Salvage Properties in Coming Struggle

The consolidation of the majority of New York's independent theatres is progressing rapidly and is nearing its culmination under leadership of B. S. Moss.

Exhibitor agitation, a survey shows, in the last six months has been toward co-ordination, but this is now rapidly changing toward consolidation. Theatre owners are slowly beginning to realize what the moves of the big operators mean and how impatient they have been in the past to protect themselves

(Continued on page 2)

Final Decision Not to Be Reached for 3 Years—"Jokers" in Suit

GOV'T. DESPERATE

What action the Circuit Court of Appeals will take in the request made by the Federal Trade Commission, to enforce its cease and desist order against block-booking by P-F-L will not be made known until Fall.

Robert Swaine on behalf of the company has not decided what counter move they will make to this latest request, but it is almost certain that the court will grant P-F-L the right to appeal from its decision, in which case, the next move will lie in the U. S. Supreme Court for a final decision and settlement

(Continued on page 4)

SELZNICK INTERVIEWS HIMSELF ON TALKIES

The Daily Review has received an unsigned type-written statement from Lewis J. Selznick, wherein he gives an interview with himself regarding talking pictures, which we take the liberty of printing. Says Selznick:

There have been many rumors that Lewis J. Selznick had entered the talking picture field and as the industry knows "L. J." as a man who is a "do-er" rather than a

(Continued on page 3)

Congratulate Cohen

Emanuel Cohen, Editor of Paramount News last week received messages of congratulations on the first birthday of the Newsreel, from many officials of the U. S. Governmental departments.

DISTRIBUTE OVER 100 "DELIVERANCE" PRINTS

Over 100 prints of "Deliverance" the prohibition film made by the Stanley Educational Division, are being widely circulated throughout the country. Two laboratories are busy turning out additional print orders, which will reach a maximum distribution shortly before election.

This film drew the ire of Governor Smith who objected to his picture being used in the film, and it received wide-spread newspaper comment, because of its political and economic nature.

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London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Distributor, 259 Spadina Ave., Toronto, Canada.



New York—Jerry Beatty, now that "Lilac Time" has opened and Dick Rowland resigned, is going to do a little thinking about a vacation . . . Donn McElwaine, here from the coast, modestly admits that Buck Jones is a great western actor . . . Harry Scott, Pathe short sales manager, is just back from a western trip and found business good despite the sound picture frenzy . . . Roxy Rothafel thinks so well of "The Street Angel" that he is keeping it over for a fourth week . . . Gradwell Sears, First National Chicago chief, is in New York for conferences with Ned Depinet . . . Sam Zierler is going to quit the picture business according to some rumors and according to others he is not, so take your choice . . . Arthur James pays his respects to some of the daily paper critics and Pete Harrison, and how . . . Joe Kennedy is pulling a fast one by getting in from the coast today when he is not due until next week . . . Will Hays is back from the coast so everything will be all right with the producers and distributors . . . Harry Schwalbe, who is always mentioned as coming back when any changes are made at First National, is now sojourning in Europe and not worrying himself about the picture business . . . George E. Quigley, Vitaphone high official, has gone to the coast to spend a month looking over the Warner sound picture making . . . Paul Berne, with many friends here, has been made head of Pathe studios since Cecil B. DeMille joined out with Metro-Goldwyn-Mayer . . . Bill Rayner says that some time soon he is going to find time to try himself out on a golf course and learn just how badly his game has gone on the rocks . . . Joe Schnitzer, live wire v.p. holds down FBO when Joe Kennedy is out of town or busy special advising several of the other big companies . . .

Moss Pool in Checker Moves Against "Big 3"

(Continued from page 1)

against increasing mergers in production and distribution.

They now see that they must salvage their investments by combining their interests so that collectively they can make checker moves to combat the moves of the big companies.

As one exhibitor expressed it, perhaps no better opportunity than the present has ever been given them in the past, to organize their wealth and put it on a marketable basis, whereas under present conditions that wealth is becoming less valuable.

The Moss movement looks serious. The initial moves have been kept in the dark but they are now coming to light. Under the practical leadership of B. S. Moss, probably the only man of note available at this time, a man who knows his business well enough to handle a group of 150 Moss houses in the successful manner in which he established his own theatres, the exhibitors feel they are finally on the right track.

There will be elimination of certain theatres in over-seated zones; a rearrangement of operating details and an important producing tie-up, as part of the preliminary plans.

The survey also shows the belief by many exhibitors that there seems to be an unwritten treaty among Paramount, Fox and M-G-M, to play each others product in their controlled houses, with the idea of rendering themselves independent of either independent producers or exhibitors, and guaranteeing themselves sufficient return on their investments.

The Moss pool through its association with an important producing company, will assure themselves of good product, and together with their combined purchasing power and availability of product, plan to make their interests independent of the Big Three.

They count on the fact that the sound film era will place big stars on the shelf for the time being, those with unsuitable voices, and at the end of a year's time, the independent faction hopes to gather these big stars of the silent screen into their fold.

Emelka Opens Theatre

BERLIN — The "Deutsches Theatre" in Cologne, which was planned by Dr. Jakob Koerfer, the well-known architect, will be opened on October 15th. This theater has been built by Emelka, which is thus adding to its theatre net a cinema with more than 1,300 seats.

McCloskey Sells Out

UNIONTOWN, Pa.—C. M. McCloskey has sold his interest in the Penn-State Amusement Co. who operate the Penn and State Theatres here, to his partners, C. H. Gorley, P. M. Boughner and Frank E. Merts.

McCloskey is said to have received \$400,000 for his interest.

George to Build

Idaho Falls, Idaho, is soon to have a beautiful new theatre in Spanish style to cost approximately \$65,000, with a seating capacity of 950 persons. Joe George and his wife are financing the project.

Hollywood Previews

"COMPANIONATE MARRIAGE"

A Gotham Picture

Director..... Earl C. Kenton
Cast..... Betty Bronson,

Alec B. Francis, Heddy Hopper, Richard Walling, June Nash, Edward Martindel, William Welsh, Sarah Padden, Arthur Rankin.

This film does great credit to the intelligence of all those who had a hand in its making. First of all, let's mark down Beatrice Van's adaptation as an excellent piece of work for it has strictly adhered to the original theory in the book of the same name by Judge Ben Lindsey. Director Kenton has also submerging the love theme to the bigger matter in hand. The story, of course, points out a moral, but it is none of this cheap preaching which has been so overdone. June Nash plays the girl who marries in a moment of recklessness with such finesse as to put her several pegs ahead in the game. Hedda Hopper, Betty Brons, Alec B. Francis and Sarah Padden also give outstanding performances.

"THE TERROR"

A Warner Picture

Director..... Roy Del Ruth
Cast..... May McAvoy,

Edward Everett Horton, Alec B. Francis, Holmes Herbert, Louise Fazenda, John Miljan, Mathew Betz, Otto Hoffman, Joseph Gerrard, Frank Austen.

As a mystery drama, it's a thriller. One sequence follows closely on the heel of another, piling up incidents until, it seems there can be no solution. Of course, there is, but to disclose any of this would spoil the picture's reason for being. Yet, on the other hand, Horton's entering the home of May MacAvoy's father and almost at once gaining her confidence, seems a bit forced, and the director should have tread a little more slowly here. The film will undoubtedly be a sensation and is acted with conviction, Horton and McAvoy particularly scoring.

"A BIT OF HEAVEN"

Excellent Pictures

Director..... Cliff Wheeler
Cast..... Lila Lee,

Bryant Washburn, Martha Mattox, Lucy Beaumont, Jacqueline Gadson, Richard Tucker, Otto Lederer.

Undoubtedly a quickie, which will turn into money. This flicker is splendidly cast and has a good box-office story. The "bit of heaven" is the baby born at the end of the picture to a chorus girl who had married a man she loved in spite of his indifference to her stage life. There are also other obstacles in her path of happiness before the closing scene such as another woman in the case and a hateful aunt. Too bad the technical treatment is so poorly and cheaply carried out.

"THE CIRCUS KID"

An F B O Picture

Director..... George B. Seitz
Cast..... Frankie Darro,

Joe E. Brown, Helene Costello, Poodles Hanford, Sam Nelson.

A story of the "big top" that's going to burn 'em up and make money for the exhibitor. Frankie Darro's an acknowledged draw, but never has he had such good material to work with, nor such troupers as Joe Brown and Helene Costello to back him up. Nearly the whole of the action takes place in the environs of the circus which Darro has joined and where Brown used to be lion tamer before he lost his nerve, and this in itself is a draw. George Seitz has done some very clever megaphone handling and Phil Fannura goes down as an A1 cameraman.

"GREEN GRASS WIDOWS"

A Tiffany-Stahl Picture

Director..... Al Raboch
Cast..... Walter Hagen,

Gertrude Olmsted, Johnny Harron, Lincoln Stedman, Ray Haller, Hedda Hopper.

When you advertise this as a "golf" picture, you can sit back with an easy conscience, because it really exploits "golf". And what's more, you have Walter Hagen himself, who turns out to be a good screen bet. It's worth the price of admission just to see this pro swing a club. But wait, you ain't heard nothing yet. The background is formed by college life with a darn good tale to make it go, and a cast that knows how to put it over.

"KIT CARSON"

A Paramount Picture

Director..... Lloyd Ingraham
Cast..... Fred Thomson,

Nora Lane, Dorothy Janice, Raoul Paoli, William Courtright, Nelson McDowell, Raymond Turner, Al Frisco.

Here is a picture that's going to go big. With Fred Thomson enacting that prominent American figure and doing so with real sincerity, his fans and he has many, are going to mob the theatre. But besides Thomson, this film has romance which is carried off with a flair for the beautiful and even aesthetic. Every member of the cast turns in a splendid performance and the director has combined history with the box-office elements. And the cameraman also deserves a big slice of praise.

"HEARTS OF MEN"

Morris R. Selhauk Production

Director..... James P. Hogan
Cast..... Mildred Harris,

Thelma Hill, Cornelius Keefe, Warner Richmond, Harry McCoy, Julia Swayne Gordon.

Just another picture that will do as a filler, or for the double feature program. The story, which involves the eternal triangle, this time made up of two men and a girl, starts out coherently enough, but somehow goes blooey after awhile. The scene shifts for the final sequences to a desert which is well photographed. Mildred Harris turns in a nice piece of work. Warner Richmond made an acceptable villain and Cornelius Keefe will satisfy the so-called weaker sex. The titles are particularly strong and by far too numerous.

Broadway Theatres

WINGS—Criterion. Paramount production. Fifty-second week. Heat affects this Broadway sensation.

TEMPEST—Embassy. United Artists production. Twelfth week. In for longer run because of public demand.

THE LION AND THE MOUSE—Warner. Warner production. Eighth week. And receipts better than ever.

THE RED DANCE—Globe. Fox production. Seventh week. Fairly popular.

LOST IN THE ARCTIC—Gaiety. Fox production. Second week. Catering to the intelligent New Yorker and out-of-towner.

WHITE SHADOWS IN THE SOUTH SEAS—Astor. M-G-M production. Second week. Got a big rush in its first week.

LILAC TIME—Central. First National production. With Colleen Moore.

THE PERFECT CRIME—Rivoli. FBO production. With Clive Brook, Irene Rich and Tully Marshall and a talking prologue and epilogue.

LOVES OF AN ACTRESS—Rialto. Paramount production. After a week at the Paramount.

STREET ANGEL—Roxy. Fox production. Fourth week. Making new records at this theatre.

GLORIOUS BETSY—Strand. Warner production. First time at popular prices.

FORGOTTEN FACES—Paramount. Paramount production. With Clive Brook, Mary Brian, William Powell and Baclanova.

THE MYSTERIOUS LADY—Capitol. M-G-M production. Starring Greta Garbo.

A WOMAN OF PARIS and CALIGARI—Cameo. Two revivals.

POWDER MY BACK—Hippodrome. Warner Bros. production. With Irene Rich.

Luporini Secures UFA Output for S. America

Ferdinand V. Luporini, has secured the distribution rights for the new UFA Productions in the following territories; Mexico, Central America, Panama, Columbia, Venezuela, Cuba and Porto Rico.

**AGAIN
AGAIN
AGAIN!**

WE INSIST—

If you want the news
while it is still news

Read—

The
DAILY REVIEW

EDUCATIONAL LISTS SIX ON AUG. 5 RELEASE

For the week of August 5, Educational Film Exchanges, Inc., is releasing "Kid Hayseed," a Big-Boy Juvenile Comedy, starring "Big Boy" in a series of adventures down on the farm, concluding with a kid prize fight in a barn; "The Last Life," a Felix the Cat animated cartoon comedy from the Pat Sullivan Studios; and the usual two Kinograms news reel releases.

GREATER FEATURES INC. TO HANDLE ARTCLASS

Louis Weiss, vice president of Weiss Brothers' Artclass Pictures Corporation, who is now on a sales tour of the country, states that arrangements have been made with Jack Lannon, head of Greater Features, Inc., of Seattle, Washington, to handle Artclass product in the northwestern territory.

Weiss will arrive at the home office about the middle of August. He is carrying with him prints of the new Artclass serial, "The Mysterious Airman", by Arthur B. Reeve, and the first release of each of the three Artclass two reel comedy series, starring Ben Turpin, Poodles Hanneford and Snub Pollard.

Selznick Interviews Himself on Talkies

(Continued from page 1)

talker, secured an interview with him regarding his present activities. "Yes" said Mr. Selznick "I certainly am deeply interested in the application of sound to motion pictures from every angle. From my talks with many of the leading exhibitors throughout the country and visitors from abroad, the public demand for both synchronized and talking pictures is wide spread and insistent.

"As to my present activities, and future plans, I am not ready to make a full and complete statement, but I will say that with so many methods and patents and 'near' patents, in the field, it has required time and intensive study and investigation to pick out the ways and means to best produce the results that will create the effect of the actual presence of the talker, singer or orchestra before the audience. In addition I have picked a personnel of experts in every department of this new development of the motion picture art.

"Representing a group of prominent financial men, I have acquired and am now concluding negotiations for basic patents and methods which will enable us to produce and install equipment in theatres for both synchronized and talking motion pictures of a tone quality that will be a revelation to the public, and at a price within the reach of every small exhibitor.

"No matter what experts and critics say, nor how they may differ, the public is the real judge and I am considering them only, in the quality and effects that our apparatus and methods will afford.

"Shortly I shall be ready to make a full and complete announcement of my organization and plans to produce and distribute real sound pictures."

WESCO DEFENDANTS FILE GOV'T. ANSWER

The West Coast Theatres, Inc., have answered the Federal Trade Commissions charge of unfair competitive methods, by filing a brief with the Commission, challenging its jurisdiction in the case. The original complaint was filed on May 29, 1925.

The respondents are the West Coast Theatres, Inc., the West Coast Theatres, Inc., of Northern California; Venice Investment Company, Hollywood Theatres, Inc.; All Star Feature Distributors, Inc.; Educational Film Exchange, Principal Pictures Corporation, H. M. Turner, Fred Dahnken, C. L. Langley and F. W. Livingston, partners doing business under the name of Turner, Dahnken & Langley, and A. L. Gore, Michael Gore, Sol Lesser, Adolph Ramish and Dave Bershon.

The California theatres contend that the complaint, accusing them of combining for the purpose of preventing producers or distributors of films in other States from leasing their films to competitors of the West Coast Theatres, Inc., and allied groups and from shipping said films into California, has not been proved.

The charge that the theatre organizations prevented competitors from negotiating for the films and leasing them by employing threats, coercive measures and other co-operative and individual means was denied.

The movie men declare in their brief that the Federal Trade Commission lacks jurisdiction over the case because, among other things, the respondents are not engaged in an interstate business. They also assert that actions in restraint of trade have not been revealed by the evidence offered.

Malcolm Strauss Uses New Sound Process

Malcolm Strauss, who is shortly starting production on his motion picture thriller "Queen of the Underworld," which in addition to a notable cast will include many people prominent in social, political, literary and stage circles, has made tests of the new sound producing device which will be used for the first time in this picture.

UFA Scores in London

An UFA Production, "Waxworks" featuring Emil Jannings and produced by Paul Leni some six years ago, has just been shown for the first time at the London Hippodrome.

At another London Theatre, the UFA Super Production, "The Nibelungen" has been shown again. Although the masterwork of Fritz Lang had previously been shown throughout Britain the London revival was held over for another week.

Blattner Control of Concordia Sound Films

The Concordia Sound Film Corporation of America which was formed recently, is controlled by the Louis Blattner interests of London, England.

Blattner is reported as saying the purpose of the company is to supply America with a sound-disc system on British patents

"WORLD WIDE" SOUND LIBRARY IN NEW HOME

The fifth floor of the Mills Building has been taken over by the World Wide Music Corporation to house the library of world rights now being compiled under the supervision of David H. Broekman, music editor.

The floor will contain files for the reception of thousands of orchestrated numbers, sound proof studios for composers who have been engaged to create original compositions for the library, other studios for orchestral arrangers and a large office for the compilers.

Original composing will be done to suit the pictures which are to be scored and synchronized by World Wide. This policy will give motion picture producers a collaboration of well known composers on each picture, Mills stated. Numbers composed especially for film productions will afterward become the permanent property of the library.

Olympics Officials Seize Cameras Abroad

Dutch Olympic authorities have seized cameras worth \$50,000 at the games recently, which were photographing events illegally.

Not many American cameras were seized, as most of the Newsreels here had agreed to purchase any shots desired from Luce of Italy at \$1.00 per foot.

Publix House Burns

Fire backstage at the Publix-Metropolitan Theatre in Boston Saturday caused \$25,000 damages.

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"ELLIS ISLAND" FOR JANNINGS

Work on Emigrant Story to Start Soon

By JOE BLAIR
Hollywood Correspondent

Paramount has selected the next story for their big star, Emil Jannings. He is to do an epic of the immigrant, and is to be titled "Ellis Island". No director has, as yet been selected nor a cast assembled.

Bessie Love Signed

Bessie Love, after a week's try-out in Seattle has been signed for a tour of the West Coast Theatres and will draw \$2,250 every week for her trouble. This is quite a bit more than Bessie was getting in pictures.

Visitors Not Allowed

All the studio's on the coast are turning thumbs down on visitors. This includes, mostly visitors from other studios. This is due to the "talkies" and all the secrets most of them seem to think they have and want to keep. At Fox, no one other than those employed on Movietone is permitted near a sound stage. At Warners a guard with a "sawed-off" shotgun patrols the entrance of the "squeaking" stage.

Daniels to N. Y.

On her arrival in New York to spend her vacation, Bebe Daniels plans to visit Mr. and Mrs. Thomas Meighan, at their Great Neck, L. I. home for a week.

Printed reports that Miss Daniels had rented the Meighan place for the summer were branded as ridiculous by both Mr. Meighan and Miss Daniels.

Brower on Location

Otto Brower, recently advanced to directorship, left Hollywood on Saturday on a location scouting trip in Arizona. Brower will direct Jack Holt in "Avalanche" as his first megaphone effort.

Carver with Griffith

Kathryn Carver, Mrs. Adolphe Menjou, has been assigned a very important part in the First National Corinne Griffith picture "The Outcast".

Sign Stryker

LONDON—"Paradise" written for British International Pictures by Sir Philip Gibbs, novelist, is being directed by Denison Clift. Joseph Stryker, who portrayed St. John in "The King of Kings" has the leading role.

Le Baron Signs Owen

Moore—Marceline Day

William Le Baron, vice-president in charge of production, has signed Marceline Day and Owen Moore for the two leading parts in "Stolen Love" a story by Hazel Livingstone. The film will have the advantage of being shown simultaneously with the serialized version of the story in all the Hearst papers throughout the country.

Lynn Shores is scheduled to direct.

STERN COMEDIES MEET EMERGENCY BOOKINGS

Abe Stern, vice-president of the Stern Film Corporation, makers of Snookums and other two-reel comedies for Universal release, has just announced an arrangement by which the entire line-up of Stern Brothers Comedies on hand for next season, an imposing list of twenty-seven two-reelers, now in all Universal exchanges, awaiting Fall and Winter release date, are to be made available to exhibitors for emergency booking beginning right away.

"In the late summer the exhibitor is fighting to hold his clientele—fighting against hot weather, against out door amusements and general summer lassitude. It is this period of the year when heavy entertainment fails to pull with its maximum strength at the box-office. Light entertainment is necessary to catch the jaded and wilted interest of the movie public. Screen comedies are the ideal fare.

But to put on added comedy programs means picking around among the tag-ends of the un-booked pictures of the current season. That is unless the exhibitor has access to a fresh new supply of good comedies. That's why we are going to make it possible for showmen to make emergency bookings from our big-line-up of completed comedies, twenty-seven of which are now in the exchanges for previewing and awaiting release date.

Ben Lyon Picked for FBO's "Air Legion"

Cashing in on the prestige, popularity and publicity that accrued to Ben Lyon as star of the United Artists' air-epic "Hells' Angels", William Le Baron, vice-president of FBO in charge of production, signed Ben for the leading role of "Air Legion".

Antonio Moreno and Martha Sleeper will appear in featured roles. Bert Glennon, director of "The Perfect Crime" FBO's first "talkie" now playing at the Rivoli Theatre, New York, will direct.

Hal Roach to Shoot Local "Our Gang" Films

(Continued from page 1)
play for a week in each theatre. After all the pictures have been completed, Mr. Roach will select the winner for a trial in Hollywood, on a contract and with every opportunity to make good.

Trowbridge to W.C.

Carroll S. Trowbridge, personal representative of Douglas Fairbanks will shortly go to Hollywood for a conference with Mr. Fairbanks on "The Man With the Iron Mask".

Start Foundation

The Film Guild Cinema being constructed on West 8th Street by the Film Arts Guild will have foundations installed first week in August. Several new international features are being booked ahead for presentation for the opening of the little theatre next September.

STUDIO GOSSIP

Raymond Doyle who wrote the screen story of "White Shadows in the South Seas" has been signed by Warners to write an original for a Vitaphone production which will star Dolores Costello.

We have finally won an admission from Ben Lyon, who is now doing free-lance work, that his engagement to Miss Marilyn Miller has been definitely broken.

Paramount has announced that they will star Emil Jannings in an epic of the immigrant to be titled "Ellis Island".

Georgia Hale, remembered as Charles Chaplin's leading lady, has signed up with Tiffany-Stahl for six pictures. Her first will be "Floating College".

Madge Bellamy is seen scouting around the beauty parlors of Hollywood getting some inside dope for her next Fox picture "Wise Baby" in which she will be a manicurist. It looks as if Perry Nathan who wrote the story will get more assignments from this company.

First National has borrowed Eve Southern from Tiffany-Stahl for an important role in their "The Haunted House", a mystery sound picture.

"Submarine" with Jack Holt, Dorothy Revier and Ralph Graves is in its final week of filming at the Columbia Studios.

Doris Hill gets a break in Paramount's "The Avalanche". She has been playing minor roles right along, but in this gets the feminine lead with Jack Holt.

Earle C. Kenton who has a flair for sophisticated direction, has been assigned to Columbia's forthcoming production, "Greenwich Village".

Jack Richardson, one of the old-timers and who has been enacting villain roles for nineteen years, has been signed to play scoundrel in "Marked Money".

Edward Halperin, one of the producers of "She Goes to War" a United Artists' release, has left with his wife on a belated honeymoon. En route to New York, he will visit many of the key centers with regards to this picture.

Millard Webb has been assigned to direct "The Power of the Press" for Columbia Pictures.

Another South Sea story from the pen of Frederick O'Brien is in the offing. It is being written for George Bancroft and will be one of Paramount's specials. O'Brien is author of "White Shadows of the South Seas".

When Sam Saxe saw Blanche McHaffey now returned from her trip and very much rested, he immediately signed her to do a series of pictures for Gotham.

Danny O'Shea who made a name for himself in the Mack Sennett comedies, is going to appear as the

Dave Bader Sings New Tune on "U" Accessories

Now that the industry is wild over synchronization, I am expecting any day that we accessory guys will have to start worrying about synchronized accessories. Photos may soon have to talk, posters may soon sing and heralds chant! Banners may have to croon mammy songs.

If so—the poor 24 sheet will have to be a 100 piece symphony orchestra or it won't attract a bit of attention! Ye Gods!

This is a "sound" business, anyway—so why be "silent" about it.

Cineromans Pooling

Cineromans are credited with a plan to unite all French producers into one organization for pooling resources, such as the use of sets, furniture, etc. Individual producers will continue to work separately, and will have no financial connection, but the association would give each command of much wider resources.

U. S. Supreme Court May Get P-F-L Appeal from Fed.

(Continued from page 1)

of the seven-year old suit. If the court denies the Government's request, they have a right to appeal.

The Government's complaint does not seem to be so much against actual 'block booking' of pictures, as the courts have decided that any industry has the right to sell its product in wholesale quantities. But it is afraid that block sales sold to exhibitors might carry with them a rider for the inclusion of short subjects and newsreels and other product which would determine if exhibitors are to get the features they want.

A prominent attorney in New York believes that there will never be any satisfactory solution of the Government's case against Paramount Famous-Lasky, because of the presence of so-called 'jokers' in the case, such as orders to cease illegal theatre building, when it cannot be proven that to continue building theatres, without any direct threat to competition is illegal, and to cease block booking when no court can prove that it is illegal to sell an block.

comedian in Paramount's "Manhattan".

Clarence Brown is doing his location scouting for "A Woman of Affairs" by airplane.

Everyone's keeping an eye on this new Universal picture Dr. Fejos is producing, "The Play Goes On". It's expected to be "something different". Fred Mackaye and Gustave Partos are the most recent players added to the cast.

Jerry Drew, featured comedian in Ideal Comedies, is being surrounded by a group of pretty girls in each of his new series of Educational comedies. Blondes, Brunettes and redheads alike all vie for the privilege of obtaining a part in these pictures and consider it quite a mark of distinction if they meet the standards fixed by Jack White, supervising director of these comedies.

Great Aggregation of Stage Talent Signed by Fox

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 31

New York, Tuesday, August 7, 1928

FIVE CENTS

OBSERVATIONS

Mr. Joseph P. Kennedy,
Any Motion Picture Office,
New York, N. Y.

Dear Mr. Kennedy:—

A lot of things have happened since you left a few weeks ago for California and we feel your return at this time is of great importance. Nothing seems to be moving in the right direction, everything has become "sound stagnated" and people who use to be able to tell the time of the day with a glance at the clock have become so "sound goofy" they now insist the clock must speak.

We feel you will get the spirit of these things ten minutes after you arrive and a few minutes later normal conditions will begin to shape themselves, but what is going to be done about the perfect crime wreaked on your FBO picture at the Rivoli this week? We went up to see it yesterday and, to state it calmly, we are durned mad, because a good FBO picture is being ruined by a lot of insane and unnecessary talk.

You no doubt saw this production as a silent picture. If you go up to the Rivoli, our bet is ten to one, you will not be able to recognize it in its present form. That prologue was murder, and what could have been the most vital sequence, the court room scene, was completely ruined by "that talk". You could see the actors were saying something entirely different from the words heard and several times these same actors had stopped talking altogether, but not the talking machine. It was wicked and caused the audience to laugh several times during these scenes.

We were just getting to like the picture and was keyed with quite a bit of excitement when all of a sudden and for no reason and right at the time one of the most important titles was spoken, the machine burst out with a song. We thought we were hearing things but kept saying "NO! it can't be". But on the song went and since nobody attempted to stop it we concluded this was "synchronization".

This is the most astounding example of a good picture being completely ruined by sound. Walking out of the theatre we found ourself laughing, as many exhibitors who have not been able to get an installation for talking pictures, will laugh, for they will be able to run "A Perfect Crime" as it should be run and as a result will have a good picture to show their patrons.

We feel you will be glad to
(Continued on page 2)

FOX SWOOPS DOWN ON B'WAY TALENT

Signs for Movietone 5
Directors, 5 Writers
11 Stage Stars

Twenty-one directors, writers and players had been signed by Fox Film Corporation for Movietone productions.

Winfield Sheehan, vice-president and general manager of Fox, announces the signing of Charles Judels, Earl Lewis McGill, Donald Gallagher and Marcel Silver to act as directors. The writers are Eugene Walters, Tom Barry, Edwin Burke, Edmond Joseph and Dave Stamper. Helen Ware, stage favor-
(Continued on page 2)

VITA-CENSOR FIGHT TO PA. SUPREME COURT

The Vitaphone-Pennsylvania Censor fight on the right to censor talking pictures, has been taken to the Pennsylvania Supreme Court.

The Censors have appealed from Judge H. S. McDevitt's ruling, in which it was held that the Board had no legal right to assume censorship of dialogue in motion pictures.

Should the highest court in the
(Continued on page 4)

Bowles Heads Allied Amusement Industries

A. M. Bowles was elected Chairman of the Board of Governors of Allied Amusement Industries of California, Inc., at their annual meeting recently.

Irving C. Ackerman of Ackerman and Harris was chosen Vice-Chairman, and Thomas D. Van Osten was again named Secretary-Manager.
(Continued on page 4)

Richey Advises Exhibitors Talkie Overhead Too High

Pilot Transporting Fight Films Held

DALLAS—United States Commissioner Flynn at Ft. Worth, Texas, has filed charges against Robert W. O'Donohoe, for transporting the Tunney-Heeney fight pictures into Texas, in violation of an existing statute, which however, does not interfere with showing such films in Texas, once they are in.

The pilot was released on \$500 bail and the case will be heard in November.

Warner Stock Sky-rockets to New Year's High Mark

Continuing its steady upward climb, started several weeks ago, the Warner Bros. "A" stock climbed 8½ points yesterday to a new high of 73½, with 58,400 shares being traded in.

On the curb, the stock did even better gaining 9½ points to a new high of 67½, with 43,700 shares traded in.

ZUKOR TO MAKE P-F-I STOCK MORE AVAILABLE

Stockholders of Paramount Famous-Lasky Corporation, at a special meeting today, authorized the increase of common stock from 1,000,000 to 3,000,000 shares to provide for a three-to-one split-up of pres-
(Continued on page 3)

Newman-Ferncroft Set for Sablosky Aides

PHILADELPHIA—From confidential sources it is learned that the Stanley Company of America will promote two men to the duties formerly taken care of by Frank M. Buhler.

These men, a Mr. Newman and Mr. Ferncroft, are said to have formerly been with Moe Silver's department, and they will now act as assistants to Abe Sablosky, V.P. and General Manager, at the home office in Philadelphia.

Friedberg Killed

PITTSBURGH—Nate Friedberg, prominent exhibitor was killed in an automobile accident near Gettysburg last week. Friedberg conducted the Alhambra Theatre in East Liberty two years ago and was recently running the Triangle, Garden and American Theatres. He was also an official of the M.P.T.O. of Western Pennsylvania.

SAPIRO SERVES M-S COURT ACTION FRI.

In the second of its injunction actions started by Aaron Sapiro of the Independent Motion Picture Theatre Association against Mayer & Schneider Circuit, papers have been finally served on Elias Mayer, who was found last Friday at a summer resort in the Catskills.

Action on this injunction proceeding is expected this Friday in the
(Continued on page 2)

'EAST SIDE' FIRST 'U' ALL-TALKER ON WAY

An all-talking picture is now under way at Universal City, entitled "East Side." No less a star than Jean Hersholt heads the cast. The other players include Walter Long, Mary Nolan, Grace Valentine and Tom McGuire. It is being directed by Leigh Jason from an original script by Tom Reed.

The first sound unit and sound stage are all set at Universal City for "East Side".

Lon Young in Town

Lon Young, production chief of Chesterfield Productions arrived in New York Saturday from the coast, with his newest picture "The House of Shame."

\$118,947 ON "ANGEL" TOPS BROADWAY WEEK

The business at the Roxy last week again topped Broadway receipts with "Street Angel" which did \$118,947.25 in its third week. The Paramount did the next best business with "Loves of an Actress" taking in \$72,300.

The Capitol ran a poor third, doing only \$52,924.25 with "Beau"
(Continued on page 2)

Kennedy Signs Glazer

Joseph P. Kennedy has engaged Benjamin Glazer as his personal representative to be production advisor at First National Studios and Pathe Studios and in sole charge of sound production for both studios.

Sax Not with F. N.

Sam Sax, head of Gotham Productions, in a wire to a coast paper, strenuously denied that he would leave his company and join First National.

The producer yesterday declared there was nothing big enough to disassociate himself from Gotham, which is now in the strongest position of its history.

DAILY REVIEW

Reg. U. S. Pat. Off.
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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hempstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Bernard Edelhertz says that someday he is going to break 100 at golf or some other day he will give away a fine bunch of golf clubs with too many strokes in them . . . Paul Gulick is vacationing in Maine at a cottage with the ocean in front and a golf course at the back . . . Lynde Denig, of First National, is back from his vacation and now resting up for the next one . . . John Zauf and Joe Plunkett lunched together yesterday at the Astor and someone pinched Plunkett's hat check but he doesn't blame Zauf . . . Paul Kohner, of Universal, will arrive from the coast this week and then embark for Europe where he will be Carl Laemmle's personal representative . . . Dave Hochreich says Bill Brady and other show men have bought Vocafilm, but Brady says they have not, so write your own ticket . . . Carroll Trowbridge expects to leave for the coast this week for a talk with his boss, a rising young actor named Fairbanks . . . Sam Harding, Kansas City theatre man, is vacationing in New York and stopping at the Park Central for a week or so . . . Harry Rapp will leave for the coast tomorrow or Thursday, spending ten days here when he expected to stay but five . . . Major Edward Bowes is spending the week at Camden, N. J. getting a further line on how the Victor Talking Machine works on sound pictures . . . Millard Ochs sailed for Italy last Saturday and will be gone about two months . . . Billy Wilkinson is here from Pittsburgh full of pep and talk about the Greek Circuit . . . Dr. Hugo Reisenfeld leaves New York today for the coast . . . Tommy Evans, once in the film business, is now president and general manager of Arutex Company, which is owned by himself and a number of film men . . . Mike Glyme and Charlie Moses lunched together yesterday at the Astor and both say it doesn't mean anything except that they were hungry . . .

Exhibitor Runs Eleven Pictures to Decide Closing

The Brady Theatre, Brady, Nebraska, will test its strength after being closed for some time. It will reopen on August 11th and will play only eleven more pictures.

If the venture continues to be a losing one, the exhibitor will then discontinue his theatre permanently.

Won't some kind distributors see that this man gets eleven knock-out pictures, and prove that there is a Santa Claus!

SOUND AND SILENT "TERROR" PRINTS HERE

Sam E. Morris, General Manager of Distribution for Warner Bros., has rated "The Terror" as the perfect audience picture following two screenings of the feature at the firm's New York office this week.

The first showing was that of the Vitaphone version in which the characters talk from start to finish and the second constituted the non-Vitaphone print designed for the use of theatres not yet equipped with Vitaphone installation. The picture opens August 15th in New York.

IMPROPER EQUIPMENT CAUSED TEXAS TRAGEDY

DALLAS—Improper booth equipment was the cause of the prison tragedy at Hobby, Texas, when a number of lives and films were lost in a fire resulting from a match being dropped into the film can in the prison.

Don Douglas, secretary of the Dallas Film Board of Trade has revealed that the prison farm did not have a booth or other necessary safety appliances for showing films.

Penitentiary officials have admitted that inadequate projection equipment was allowed to remain at the institution.

Sapiro Serves M-S Court Action Fri.

(Continued from page 1)

U. S. Supreme Court, before Judge T. C. Crain, who will be asked to restrain M & S from operating under terms of the Metro-Goldwyn-Mayer contract for pictures and from doing business except through the I.M.P. E.A. Aaron Sapiro will personally press the action.

Richey Advises Exhibitors Talkie Overhead Too High

(Continued from page 1)

ite for years will act as coach in lieve that talking pictures will ever be a success with the present equipment, particularly Vitaphone.

"It must be simplified at least fifty per cent from what it is now, before it can ever be successful. In the State Theatre, Detroit, they have on hand all the time, from one to three prints of the picture being shown and from one to five sets of records. I sincerely believe that if talking and synchronized pictures come it will be by the film recording method which is almost simple to handle and quite as efficient in results."

Sheffield-Columbia Suit Settled--Rights Relinquished

CLEVELAND FED. UNION LAUNCHES ATTACK

CLEVELAND — Ed. D. Haug, President of the Mutual Association of musicians has published an open letter here attacking the use of mechanical reproducers of music.

After agreeing that the motion picture occupies a position of dominance in the amusement field, and that theatres have done much to foster good appreciation of music, Haug points out that by discouraging professional musicians, exhibitors are taking a step backward in the world of progress.

Fox Swoops Down on B'way Talent

(Continued from page 1)

developing talent for the new mode of expression.

Prominent players signed include Chic Sale, Clark and McCullough, Lumsden Hare, Gilbert Emery, Clifford Dempsey, Sylvia Field, Ben Holmes, Arnold Lucy, Helen Twelvetrees and Paul Fung.

"An entertainment revolution is in progress," Mr. Albert Lewis who has been engaged to supervise casting of players for Movietone, said in discussing his new activities. "In a short time dramatists will be writing for the screen and adapting their works for stage presentation. All previous novelties have worked their way to the front in spite of opposition. Sound pictures have suddenly swept the country with unlimited financial backing.

"It is a great opportunity for those who grasp its significance. A new type of writer is required and a new type of actor. Many men and women now successful on the screen will be lost in the new medium due to poor voices. Only about ten percent of stage players will be fitted for screen work, even with their trained voices. The world will have to be searched for actors with the combined talents of voice, appearance and personality."

Dave Stamper, who has been the composer of much of the music for the Ziegfeld hits of the past ten years, will bring his extensive musical experience to the screen in his new position with the Fox company.

\$118,947 on "Angel" Tops Broadway Week

(Continued from page 1)

Broadway." The Lion and the Mouse" took in \$12,154.25 at the Warners; "Warming Up" at the Rivoli did \$17,400, and "The Racket" at the Rialto played to \$22,200.

"White Shadows of the South Seas" at the Astor did fairly well in its first week, with \$14,624.50. "Wings" continues on its merry way at the Criterion with \$11,310. "The Red Dance" at the Globe did \$10,125. "The Tempest" at the Embassy took in \$6,345.75 and "Potemkin" and "Czar Ivan" at the Cameo, revivals, \$4,900.

Incorporate Van Buren

The Van Buren Enterprises has been incorporated with a \$10,000 capital, in New York by Amedee Van Buren, to include all the present activities of his five separate production units and to exploit the Van Buren enterprises generally

The Columbia Pictures-Sheffield suit in Denver, over the right to use the name Columbia on exchanges in that territory, has been settled with a tentative set of agreements arranged by Robert MacKain, N. Y. attorney for Columbia.

They include that for a substantial consideration, Sheffield will turn over all unplayed contracts to Columbia for distribution from their own exchanges in Denver and Salt Lake City.

The suit over the trade name will be dropped and Sheffield will operate under the name of J. T. Sheffield Exchanges, distributing Gotham product.

OBSERVATIONS

(Continued from page 1)

have your attention drawn to this, for if this picture is permitted to be released in other sound theatres with that talk and prologue, a lot of exhibitors, being unable to recognize the quality of the picture through the sound waves, will pass it by. And this should not happen, as in its silent form we think it is the best FBO has yet turned out.

Very truly yours,
WILKERSON

Movies Pays off Church Mortgage

OMAHA—The Community Methodist Church of Wynot, Nebraska has gone in regularly for motion picture shows and owns two projectors costing \$1,500. Pictures are given in a fireproof booth in the basement and the Church is now known as the only show place in town.

Latest release pictures selected by a committee, religious slides and song services comprise the entertainment.

GUESS —OR KNOW

"what's Kennedy going to do with First National?"

"will Schenck get his Russian contract?"

if you read THE DAILY REVIEW you won't have to guess, you will KNOW.

Warner-Grauman Battle Takes Form of Food-Fest

Page Bunn Brothers! Competition may produce a new system of California Cafeterias. The latest, is serving of dinner with a picture for relish.

While patrons wait in line to see and hear the talkies at Warner Brothers Theatre in Hollywood, they are served with sandwiches and soft drinks by the ushers.

It's a hot weather gag, and maybe Grauman isn't tearing his curly hair apart! Sid may counter with a five-course dinner to get them into "White Shadows", is the base report emanating from the coast.

Stillman Closing Up Reduces Over-Seating

CLEVELAND — The seating capacity of downtown theatres will be considerably reduced when the Stillman Theatre closes its doors permanently the last week in August.

The theatre site is rumored as having been sold to the Statler Hotel interests and the Stillman long-run policy will move to the Allen Theatre while the Allen-Publix presentations move to the State.

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President and Managing Director

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No. 736

Starr Sailing Wednesday on European Tour

Herman Starr, Warner Bros. executive, will sail for Europe on the Olympic August 8th for his semi-annual trip abroad in the interests of Warner's foreign distribution. His itinerary will include London, Paris and Berlin, and in each of these cities he will inaugurate the sales drives on Warner Bros. new program of talking pictures.

CHICAGO ELECTION

Film Board of Trade Chooses Officers

CHICAGO — The annual election of officers of the Film Board of Trade will be held today, according to Joseph D. Abramson, executive secretary.

The present officers include Harry S. Lorch, Pres., I. W. Mandel, Sec'y, Earl Silverman, Treas., N. F. Agnew, Carl Hardill, Felix Mendelssohn and Clyde W. Eckhardt executive board.

B. & K. Houses Open Sat.

Eleven Houses in the Balaban & Katz Circuit in Chicago will go over to Saturday openings instead of Monday as heretofore, beginning August 11th.

Marks Brothers have been operating on a Saturday opening schedule for some time.

Zukor to Make P-F-L

Stock More Available

(Continued from page 1)
ent common stock.

Adolph Zukor, president of Paramount Famous Lasky Corp., said the purpose of the stock split-up was to secure a wider distribution of the stock among people who could not afford investment at the prevailing high price.

Stockholders' meeting was adjourned until August 25th owing to the possibility of some slight changes being made by state corporation authorities at Albany in the company's application for the increase in stock.

Directors at their next meeting August 13th, will decide on which dates the stock will be exchangeable.

New One for Kankakee

KANKAKEE, Ill.—Chicago Capital is reported behind the announcement of a new \$400,000 theatre to be built here, with 1600 seating capacity. Construction will start immediately.

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with all the NEWS of the day.

MUSICAL TALKIE FEATURES SMALL PLAN

All Features of B'way Musical Comedies to Be Used in Films

By JOE BLAIR
Hollywood Correspondent

Edward Small, until recently a producer for First National, is going to make a series of feature length "talking" musical comedies.

Small believes in the union of the arts of the speaking and singing stage with the screen for a new entertainment medium of universal appeal and box office effectiveness of permanent and profitable nature.

"The future production of screen projects will be handled as big New York presentations are developed," said Small. "Into the continuity will go the combined talents of from four to ten collaborative elements. There will be the song writer, the melody creator, the lyrics author, the dialog specialist and the screen constructionist, gag men and directorial head."

Milt Gross has been engaged by Small to write originals for these productions. Billy Rose, popular song creator is working on the lyrics and music.

Ruth Chatterton Starts

Ruth Chatterton, for many years a star on the Broadway legitimate stage, faced Hollywood cameras for the first time on Saturday. She has the feminine lead role with Emil Jannings in "Sins of the Fathers", the German star's next Paramount production.

Lloyd Installs Sound

Harold Lloyd has installed a complete talking equipment outfit in his new home.

Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

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WANTED

WANTED—TWIN 5-FOOT TYPHOON fan, in good condition, for cash. Box 101, Exhibitors DAILY REVIEW.

BUSINESS OPPORTUNITIES

WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

WAGNER'S OPERAS TO BE FILM SYNCHRONIZED

Wagner's Operas may be produced in sound pictures, according to officials of the German Grand Opera Company, who will produce the Wagner cycle in New York next year.

These films, using color and synchronization will be the first operatic pictures with the new methods, in screen history, although there have been previous record synchronizations of "Carmen" and other operas in 1910. For the pictures an orchestra of 125 musicians under Eduard Morkie, will be used.

MacLean Film Cast

The cast for "The Carnation Kid", a Christie-MacLean picture for Paramount release is complete. Aside from Douglas MacLean the star, Frances Lee will have the female lead and Lorraine Eddy, William B. Davidson, Charles Hill Mailes and Francis McDonald have the other important parts.

Brooks in "Redskin"

With "Redskin" and "The Canary Murder Case" scheduled to begin at the same time, Paramount production executives have found it necessary to withdraw Louise Brooks from the cast of the latter picture. She will have the feminine lead with Richard Dix in "Redskin".

Mary Brian has been assigned to the role in the mystery story left vacant by Miss Brooks. She will play Alice, chorus girl friend of the murdered "Canary".

William Powell has the Philo Vance part, and Ruth Taylor is the "Canary". Malcolm St. Clair will direct.

Luther Reed Director

Signs with Fox

Advices from the coast are to the effect that Winfield R. Sheehan has signed Luther Reed to a long termed contract. Reed, who has written quite a few plays, will write and direct talking pictures.

Vita-Censor Fight

to Pa. Supreme Court

(Continued from page 1)

state uphold Warner Brothers in the fight to keep talking films out of the jurisdiction of censor boards, it is expected that the ruling will be followed in other states notably in New York, where Censors have declared their intention to put their fingers in the sound film pie.

BOWLES HEADS ALLIED

(Continued from page 1)

L. R. Greenfield, Trustee-treasurer.

The members of the Board of Directors elected for another year include Irving C. Ackerman of Ackerman & Harris, Theodore M. Newman of Golden State Theatres, Cliff Work of Orpheum Theatres, Rodney Pantages of Pantages' Theatre, Richard Marshall of the Duffy Theatres; J. C. McCann of T. & D. Jr. Enterprises, A. E. Arkush of the Arkush Circuit, Sol Levis of the Strand Theatre, L. R. Greenfield of the Greenfield Theatres, Sam Levin of Levin's Theatre Circuit, and Joe Blumenfeld of the Blumenfeld Circuit.

STUDIO GOSSIP

Due to some bit of friction or other between House Peters and Technicolor, Donald Crisp has been substituted in that company production, "The Thrall of Lief the Lucky".

Booth Tarkington's well known story "Geraldine" is being prepared by Pathe for production by Hector Turnbull, Eddie Quillan and Jeanette Loff to be featured. George Dromgold and Sanford Hewitt are working on the continuity now.

Paramount's going to have a mystery thriller, and with sound effects too. It will undoubtedly be "The Ghost House" with James Hall and Ruth Taylor in the leads.

After ten years of conscientious work around the Warner Bros. studio, "Doc" Solomon has been appointed by J. L. Warner to the post of assistant studio manager.

Kenneth Harlan and Mrs. Kenneth Harlan or in other words, Marie Prevost, are now planning a visit to New York when they have finished vacationing at Malibu Beach.

The "big three" who scored in "Flesh and the Devil" will be again united in M-G-M's "A Woman of Affairs". Clarence Brown will direct John Gilbert and Greta Garbo.

As soon as Bebe Daniels returns from New York, work will begin on "Number Please" in which she plays the part of a telephone operator. That wasn't hard to guess. Sam Mintz has written the story.

"The Bachelors' Club" is being shot in the General Pictures Corp. Studio, San Mateo and has the athletic Richard Talmadge starring. Anthony Coldeway is the author and Noel Smith's on the megaphone.

The fifth picture in the series on "Horace in Hollywood" starring Arthur Lake, has been started. These are being made by Universal and directed by Edward Luddy.

Tay Garnett will direct "The Spierler" which Ralph Block is now preparing for Pathe. Alan Hale and Jacqueline Logan to be featured.

Roy D'Arcy will again impersonate the big bad man. This time in Tiffany-Stahl's "The Family Row".

Warners have signed Gladys Brockwell for "Hardboiled Rose" which in all probability means that they'll give her a speaking part as they have already discovered that she registers well over the Vita-phone.

Before Cornelius Kiefe, the juvenile in "The Cohens and the Kellys at Atlantic City", arrives August 12 to join his Universal unit at that seashore resort, he is spending a short time with his parents who live in Brookline, Mass.

Claude Gillingwater and Hallam Cooley have been added to the cast of Warner Bros.' "Stolen Kisses".

Clyde Cook will no doubt have his

Fleck Leaves Caddo

Freddie Fleck, former casting director at the Paramount Astoria Studio and more recently one of the best and highest paid assistant directors on the coast, has resigned as chief assistant to Howard Hughes of Caddo Productions. Freddie is soon to take up the megaphone as a director for one of the larger companies.

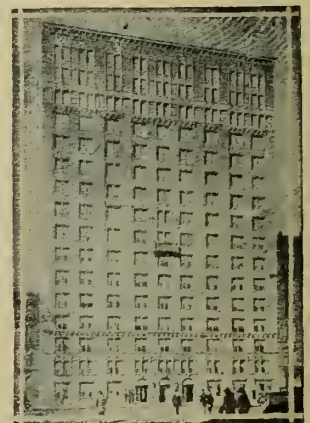
big chance at being funny enough to make a corpse laugh in his part as hearse driver in Paramount's "The Docks of New York".

At the premiere of "White Shadows of the South Seas" at Grauman's Chinese Theatre, a reel was filmed by James Cruze showing the celebrities, Fred Niblo as radio announcer, and a troupe of Pacific Island entertainers.

Gene Towne has been assigned to write the titles for "Waterfront", First National Picture, nearing completion under the direction of William A. Seiter and featuring Dorothy Mackaill and Jack Mulhall.

When "Big Boy's" latest starring comedy, "Kid Hayseed" is released by Educational in August, the old familiar triangle will take place, in that the four-year-old star will engage in a real ring battle with Jackie Levine, because of their rivalry over pretty little Lorraine Rivero.

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DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 32

New York, Wednesday, August 8, 1928

FIVE CENTS

OBSERVATIONS

"Broadway"

Advices from Universal City are to the effect that the much discussed production of "Broadway" will soon be under way. It is no doubt the intention of this organization to make this one their ace production of the year and considering the price paid for it, it should be one of the big pictures of the industry.

Hold Up

The sale of this popular stage success was announced late last winter but it was not generally known that according to the terms of the contract, Universal was not permitted to start production until Oct. 1 of this year. Since buying it, Universal officials have seen parts of this stage play in twenty or thirty pictures released by other organizations. No doubt Universal used some themselves. Accordingly what kind of picture will it make now with the meat being shown so many times?

Good Regardless

It should be a very good picture regardless of this pirating. We have only to consider the case of "The Big Parade" and "What Price Glory" for almost a parallel. After Fox bought "Glory", Laurence Stallings was engaged by M-G-M and wrote an original "The Big Parade" and after its release everyone figured Fox would be killed with his picture. But instead of hurting it, it helped in that the M-G-M picture helped create a following for "Glory".

Great Play

"Broadway" was a great play and can't help from being a good picture if the big moments of the play are not washed out in the adaptation. We feel certain this will not be done.

Director

Carl Laemmle is reported after one of the big directors of the business to make this production. If we were Uncle Carl we would not go off the Universal lot in handing out this assignment. We would give it to Wesley Ruggles, a very good director when it is considered that the program pictures he has been turning out for Universal have all been better than the average with little material, cast and money to work with. Our reasoning is if Ruggles can do that good with nothing, what could he do with a real story, a good cast and a little money to spend.

WILKERSON

SARNOFF HOLDS PHOTOPHONE INTERCHANGEABLE WITH W. E.

Warner Rises Cause

Sensation on Film Row

The Warner Bros. Class "B" stock yesterday advanced 9½ points to a new high of 76, while the class "A" jumped 6 points to a new high of 79½. There has been an advance of 55 points in this stock since the first of the year.

F & R CONSOLIDATE ABERDEEN HOUSES

Finkelstein & Ruben in conjunction with the Walker Amusement Company of Aberdeen, S. D. have taken control of all the theatres in Aberdeen, S. D. and have formed the Aberdeen Theatre Company

(Continued on page 2)

P-F-L 'WINGS' FIRST YEAR CELEBRATION AUG. 12

"Wings", the war aviation picture at the Criterion Theatre, will celebrate the first anniversary of its New York run next Sunday, August 12th, with little slackening in the remarkable business which has characterized its engagement. The picture

(Continued on page 7)

Max Manne Resigns

Max Manne, Production Manager of the Roxy Theatre, since its inception, has resigned from the theatre to go into private business



J. P. KENNEDY

Labors finished at Burbank, returns to New York—Sails soon for Europe

KENNEDY-LE BARON RETURN FOR TALKIES

Mr. J. P. Kennedy, President of FBO returns to New York this morning from a three-week trip to the Coast, where he rearranged the producing forces of The First National Studios.

William LeBaron, V. P. and Producing Chief of the Company is also returning with Mr. Kennedy and will develop plans here for assembling talking picture talent for FBO productions.

Sound Track Requires No Modification-W. E. Remains Silent

In a statement issued today Mr. David Sarnoff, President of RCA Photophone, Inc., stated that complete interchangeability of sound picture films made by Movietone and Photophone processes had been achieved. Mr. Sarnoff's statement was as follows:

"As a convenience to exhibitors and with a view of obtaining complete interchangeability of sound

(Continued on page 7)

TALKING FILMS TO DECIDE ELECTION

LONDON—Eight touring motor-vans, fitted with De Forest Phonofilm apparatus and auto-reel daylight projectors, have been ordered by the British Conservative party organization for use in the coming General Election campaign, according to reports from Great Britain.

The eight cinema vans, which will be delivered in the coming autumn, will cost roughly \$7,500

(Continued on page 2)

ARKANSAS TRI-STATE MEETING THIS MONTH

The Motion Picture Theatre Owners of Arkansas will meet some time this month to discuss the proposal of including owners of theatres in Mississippi and Tennessee, and to arrange for the general meeting of the M.P.T.O. in Memphis during October.

Pres. M. A. Lightman, is the chief backer of the move to broaden the activities of his organization to include the tri-state arrangements, inasmuch as Arkansas is the only one of the tri-states having a state organization of theatre owners.

\$11,000,000 STOLL POOL MERGES 9 COMPANIES

LONDON—The numerous Stoll theatre, cinema and film production companies may shortly be merged into one company with a combined capital of \$11,000,000, as proposed by Sir Oswald Stoll.

Among the nine companies involved

(Continued on page 2)

Theatre Owners in 8-Hour Session-Appraisals-Audits Soon

As the result of the 8-hour meeting of the theatre owners of the T.O.C.C. and the I.M.P.E.A. yesterday, it was ascertained that a formula of consolidation will be reached within ten days, and that preparations are being made for appraisals and audits.

Recognized people will be engaged shortly for the appraisals and audits of the various theatres in the B. S. Moss pool, that is auditing and appraisal firms with recognized standing by the bankers will do the

work of preliminary organization.

These appraisals will ascertain the value of the physical theatre properties and then will follow audit certification as to the past and present earnings of the theatres.

From these reports and with approximately 150 independent theatres in this territory which will be in the pool, the new company will issue to the various entities, stock in relation to their physical assets and their earnings.

(Continued on page 8)

DAILY REVIEW

EXHIBITORS

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hempsstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Moe Streamer says he doesn't sell United Artists pictures; the exhibitors just come and buy them when they can . . . Eddie Carewe, who is doing the Broadway shows looking for material, will sail for Europe the latter part of next week . . . Al. Feinman says Helen Morgan is retiring from night clubs to the stage but that Texas Guinan isn't . . . Tommy Meighan is vacationing at his summer home at Great Neck and having a great time in various ways . . . Joe Seider is planning a long tour of European countries, sailing from here next month and getting back in time for the Christmas tree . . . Mayor Jimmy Walker is back on his job again and is going to take time off some night to see some of the talkie movies, Jimmy being an old picture man . . . Lon Young, sunburned and full of pep is back from the coast giving Broadway the once over and it still looks the same . . . Sammy Sax says if he is going to quit Gotham and join First National, he should be told something about it before the deal is closed . . . Frank Buhler, having been transferred to Pittsburgh, they've found it necessary to put two men on to take care of his old job in Philadelphia . . . Herman Starr sails today on the Olympic for a tour of Europe on business and who wouldn't have such a geschäft . . . Tim Leahy came up from Rockville Center yesterday to give Broadway the up and down and says it looks like a county seat on court day . . . King Fisher, once a high gun of publicity here, is now managing a couple of theatres in the wilds of New Jersey . . . Julian Brylawski was up from Washington yesterday just visiting around and looking things over . . . Phil Reisman is back from a midwest trip and says Pathe business is better than good . . .

SYNCHRONIZED "UNCLE TOM" SHOWN EXHIBIS

A special trade showing for New York exhibitors and representatives of the trade press of the synchronized version of Universal's "Uncle Tom's Cabin" was held yesterday morning in the Globe Theatre, 46th Street and Broadway. It was the first official presentation of Universal's first Movietone picture. The epic was synchronized with full orchestral and sound effects.

In addition to the musical setting, supplied by an augmented New York Symphony Orchestra, the famous Dixie Jubilee Singers were used for the plantation sequences. Other excellent effects were obtained in sound in connection with the river steamboats, the dances, the blood-hound chase of Eliza, the Slave mart, and in the scenes of Little Eva's death. Dialogue is used in several effective places.

3 Specials Among Pathe Aug. Releases

"Tenth Avenue," starring Phyllis Haver in an epic of New York's east side at its thrilling; "Saddle Mates," a fast-moving Western with Wally Wales starred; "The Cop," in which William Boyd has the title role and lastly, "The Red Mark," a James Cruze production, make up the feature program released by Pathe during August.

Talking Films to

Decide Election

(Continued from page 1)
each, or between \$50,000 and \$60,000 for the whole contract. Already two motor-vans, fitted with De Forest apparatus, have been in use by the Conservative party, touring the Home Counties with talking films of the Prime Minister, Winston Churchill, Admiral Jellicoe, and other notabilities.

\$11,000,000 Stoll Pool

Merges 9 Companies

(Continued from page 1)
ed are Stoll Picture Productions, Ltd., and Stoll Picture Theatre (Kingsway, Ltd.). According to Stoll the expansion with increased earning capacity will rapidly mature from arrangements which the formation of the company will facilitate for the erection of theatres at Liverpool, Leicester, Chatham and Chiswick.

F & R Consolidate

Aberdeen Houses

(Continued from page 1)
which will be operated independently of the Northwest Theatre Circuit. There are four leading theatres in Aberdeen, the Capitol, Lyric, State and Orpheum. H. L. Walker who will manage the four houses has announced that the policy of each theatre will be continued. The Board of Directors of the new company will include Fred H. Gannon, H. L. Walker, Howard E. Walker, M. L. Finkelstein, H. J. Charles and William Hamm.

Previn Leaves Roxy

Charles Previn, second orchestral conductor of the Roxy Theatre has severed his connections with the theatre.

250 Pittaluga Houses for British Pictures

LONDON—There may be a new tie-up between British and Italian producers made to offset the UFA-Luce deal which provides for the purchase of 1 million meters of film by Italy.

Stefano Pittaluga, managing director of the Societa Annomina Stefana Pittaluga of Turin, Italy, will

visit London in August to negotiate with a prominent firm of producers for a distribution tie-up on a reciprocal basis.

Pittaluga owns one of the best production units in Italy and also has a circuit of 250 theatres at its disposal.

Tom Hamlin Leaves

Hospital for Country

Publisher Thomas Hamlin of Film Curb expects to leave the Hospital for Joint Diseases on Friday and will recuperate in the country for two weeks. He will return about August 27th, it is expected.

Mr. Hamlin underwent a very serious abdominal operation on May 27th and has been confined to the hospital ever since.

PREMIERS IN 8 CITIES "LILAC TIME" BOOKINGS

By the middle of August, First National Pictures, Inc., will have "Lilac Time," its special starring Colleen Moore which opened at the Central Theatre, New York, last Friday night, playing in eight different cities. Ned E. Depinet, general sales manager for the company, announces that it has been booked into the Roosevelt Theatre, Chicago, for an indefinite run at road-show prices beginning on Friday, August 10th.

On the same date it will open an extended run at Skouros Bros., New Grand Central Theatre in St. Louis and at the Madison Theatre in Detroit. On August 13th it will open for a run at the Stanley Theatre in Pittsburgh.

On the 18th it will open at the Stillman Theatre in Cleveland.

Around the first of September "Lilac Time" will begin its run in San Antonio, Texas, at the Aztec Theatre.

Baird Corporation

The Baird Television Corporation of Wilmington, Del. has been formed with 1,000,000 shares of common stock.

Newman at U. C.

HOLLYWOOD — Mike Newman, Universal's director of theatres in the Northwest is now in conferences with Carl Laemmle at Universal City concerning the theatre situation in Newman's territory.

Exhibitor Runs for

Wyoming Chamber

Clear the way to the executive chamber, for Thomas Love, owner and manager of theatres in Hanna, Superior and McGeath, Wyoming, is running for state representative on the Republican ticket.

Another exhibitor in Seattle, recently succeeded to the high office of Mayor of that town.

STOCK SHOTS

Scenes of every conceivable nature, such as: Fires, Floods, Warfare, Sports, Riots, Animals, Dawns, Wrecks, Etc.

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Season of	
TIME FILED	
1928-1929	

Send the following message, subject to the terms on back hereof, which are hereby agreed to

To Mr. Exhibitor:

The season is rife with 92-karat promises. Promises offered in gaudy settings, promises cut into many facets, scintillating in brilliant tints!

If pages upon pages of printers' ink, impressive art work and unique engraving make a promise worthy of its bond, then Glory Hallelujah! exhibitors of America are in for 600 certified box-office winners, at least 150 surefire specials, and not a single flop!

Nevertheless, a promise IS worth something—depending, of course, on who makes it. The sensible exhibitor knows this, and builds his hope of future prosperity on the promises made by reliable producers. Whether printed matter runs to acreage or a single page, the exhibitor's reaction is based on the likelihood of the producer living up to his agreements.

In this very spirit, Gotham presents its line-up of product for 1928-1929. It has scoured the country for the best stories. It has already contracted for the engagement of a number of the foremost box-office stars. It has retained directors and studio personnel who have been responsible for such first run successes as "HELLSHIP BRONSON," "UNITED STATES SMITH," "BARE KNEES," "SAN FRANCISCO NIGHTS," "THE GIRL FROM RIO," "THE SATIN WOMAN" and others. It points with pride to its record of achievements in the last five years and the certainty of future delivery based on this record.

With this in mind, Gotham invites your attention to the following pages, confident you will find therein a guide to profitable bookings for 1928-1929.

GOTHAM PHOTOPLAYS CORPORATION

Pictures! not 1928



LIONEL BARRYMORE

America's premier dramatic star, who has completed one of the greatest roles of his career in "THE RIVER WOMAN," first Gotham special of the new season.

"TIMES SQUARE"

By Norman Houston

Now in preparation and being directed by Joseph Boyle, recent First National director of such hits as "Dance Madness," "Broadway Nights" and "Tom Boy."

"THE BOWERY"

By Harry O. Hoyt

Harry O. Hoyt will be remembered for his screen epic released by First National "The Lost World," and many other outstanding photoplay successes. "The Bowery" treats of what was once the most wicked street in America, when the popular song was "The Sidewalks of New York."

"AMONG MY SOUVENIRS"

By Edgar Leslie and Horatio Nichols

Based on the outstanding song hit sweeping the nation through victrola records, radio, orchestras and stages, deftly woven into a beautiful heart-interest story.

"A MODERN SAPPHO"

By Seville Dorian

A subtle drama catering to the hidden desires of men and women the world over.

"ACROSS THE FOOTLIGHTS"

By Rita Larchman

A peep behind the scenes into the private life of an actress—a daring screen conception that is set for tremendous success because of the public interest in the stage!

"FLAPPERS MUST LIVE"

By Mayme Millard

Get the youth of the American family and you get the whole family.

"ACCUSING FINGERS"

By Captain Ira Longworth

A breathless crook-mystery story by one who knows—a retired big-city police captain. Capitalize your chances of a police tie-up on this one!

"GOOD-BYE BROADWAY"

By Valor Pennington

The last word in modern New York nightlife, done in an entirely new way. Heart-ache and laughter—a tear and a chuckle for every mood!

"MOTOR MADNESS"

By Gerald Beaumont

The uncanny knowledge of human action that made Gerald Beaumont one of the most widely enjoyed authors in America, insures a speedy feature and patron puller.

"SOMETHING TO LOVE"

By Adele Buffington

Heart-interest! By the author of one of Gotham's greatest 1927-28 successes, "Bare Knees"—a tender, human screen-story of the type that provides sure-fire entertainment.

"KNEE HIGH"

By M. Stephens and C. B. Dawson

A worthy sequel to the first run success, "Bare Knees." A hilarious comedy woven around a girl with the most beautiful legs in the state.



CHARLES DELANEY

The successful feature player of "Frisco Sally Levy," "Silent Power" and "The Silent Avenger" gives an outstanding portrayal in "THE RIVER WOMAN" now com-

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Logan—Direct

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By Jo

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Painted Toys!

1929



JACQUELINE LOGAN

Starred by Paramount, De Mille and Pathe in the screen's biggest productions, lends piquant charm and dramatic interest to Gotham's current special, "THE RIVER WOMAN," completed.

"RED VELVET"

By Beth Brown

The celebrated author of "Ballyhoo," now being made into a special by Metro-Goldwyn-Mayer for Norma Shearer, of "Applause," "Little Girl Blue" and many other popular novels, has fashioned here an unusual tale set amid the hypnotic glow of lights around a gaming table. An unusual love conflict theme.

"CIRCUS LOVE"

By Courtney Riley Cooper

Adapted from the magazine story "Sisters of the Air." There is no writer in America better known than Courtney Riley Cooper, a Saturday Evening Post author. His readers, who run into the millions, will find here a story full of the poignant drama and humor which has made him so widely read.

"PAJAMAS FOR TWO"

By Harold Shumate

Furiously funny farce by the versatile author of Gotham's big special, "The River Woman."

"SAN FRANCISCO AFTER DARK"

By Harold Shumate

The showmanship instinct that has created such successful specials as "Hellship Bronson" and "United States Smith," and the other Shumate smashes here reveals a bizarre, realistic story of modern Frisco that is bound to appeal.

"LAW OF THE BLUE RIDGE"

By Allen Swinburne

The yearning human quality that made "Tol'able David" one of the most sensational pictures in the history of motion pictures will be found in this brand new story of the mountain country.

"THE GIRL FROM ARGENTINE"

By K. T. Kelson

A legitimate successor to the box-office winner, "The Girl from Rio," with all the glamor and exotic passion of a Latin-American love theme.

"VIOLENCE"

By Norman Houston

A smashing indictment of crime and criminals by the famous motion picture writer and ex-police reporter, Norman Houston.

"UNDERWORLD LOVE"

By Gregory Lang

Love among thieves—two universal themes that will hold the interest of human beings wherever pictures are shown.

"MOTHERS OF TODAY"

By Henry G. Lloyd

A gigantic appeal to the mothers of America in a heart-interest story that contrasts the mothers of today with the mothers of yesterday.

"HOMELESS PARENTS"

By Gerald Beaumont

Adapted from the "Red Book" magazine story, "The Trouper." To be backed up by one of the greatest exploitation tie-ups in screen history—with insurance companies and banks throughout the country!

"THE FIRE CALL"

By Adele Buffington

An action picture from first to last, with a "natural" tie-up with the fire-chiefs that will mean the exploitation help of every fire-house in America!



JOSEPH HENABERY

Noted for his directorial efforts with Douglas Fairbanks and the late Rudolph Valentino, and the Gotham special, "UNITED STATES HELLSHIP BRONSON."

FOUR
SPECIALS

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OUR PLEDGE

I REALIZE only too well the responsibility of making a promise to exhibitors who have made Gotham's success possible by their diligent support these past five years. At this time of the year, when pictures are still in the offing, I shall not insult the exhibitor's intelligence by telling him precisely how each picture will turn out. But if past performances stand for anything; if five years of consistent growth and progress mean anything; if the development of a high-class producing personnel, studio technicians and the most popular fiction writers of the day have any bearing on future results, then GOTHAM has the foundation upon which the 1928-1929 structure of box-office entertainment has a great start. To build for the essential prosperity of exhibitors, I sincerely pledge myself.

Samuel Sax

President,
GOTHAM PHOTOPLAYS CORP.

EXHIBITORS have been telling me for a number of years running that Gotham Productions have made money for them. Comments of this kind are the priceless pearls that keep a producer digging to deserve them. Thus, I have every incentive in the world to bend every effort to maintain the reputation that Gotham has established. It is both good business and a complimentary trust. To make each exhibitor's problem my own will be a privilege. To guarantee the best that goes to make a picture successful at the box-office—from the moment we cast the stars until that time when we co-operate by launching enterprising exploitation and advertising campaigns—will be my stern endeavor. This, I can sincerely guarantee.

Budd Rogers

Vice-President,
GOTHAM PHOTOPLAYS CORP.

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GOTHAM PRODUCTIONS CORP.

SAM SAX, *President*

BUDD ROGERS, *Vice-Pres.*

1650 Broadway, New York City

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5,000 BOOKINGS MADE ON BARTHELMESS FILM

In the six months that have elapsed since First National released generally its Richard Barthelmess special, "The Patent Leather Kid," last January, 5,000 theatres have booked it.

A large proportion of them have already shown it. Ned E. Depinet, general sales manager for First National, estimates that this is about half of the theatres which will show the production.

If the saturation point of "The Patent Leather Kid" is 10,000 theatres, that will place it close to "The Sea Hawk" as First National's biggest seller.

FOX NEWS SHOWS OLYMPIC OPENING

Scenes and ceremonies attendant on the opening of the ninth Olympiad in Amsterdam are shown in the current issue of Fox News. There is a panoramic view from an aeroplane, which circles the huge bowl, of the crowd inside and hundreds pouring in from the streets.

The opening parade, in which the pick of athletes of many nations march around the circular track; the massing of the contestants to hear the address of the Prince of Netherlands; the taking of the Olympic oath and the release of a great flock of pigeons that marks the beginning of the historic games are contained in the reel.

\$400,000 Suburban

House for Okla City

OKLAHOMA CITY—Ground has been broken for another suburban theatre here which will seat 1,000 and will be promoted by local capital. Ground was broken last week for the new Victoria, which will cost \$150,000.

R. F. J. Williams, Mr. Emenheiser, G. A. Nichols and John J. Culberston are interested in the financing of the playhouse.

REBUILD FIRE LOSS

"Metropolitan" Builders Get Durfee Contract

FALL RIVER—Contracts have been awarded for rebuilding the Durfee Theatre which was destroyed by fire in February. The Olympia Construction Co. of Boston, builders of the Metropolitan in that city, was awarded the contract.

The theatre will seat 2,500 and will be one of the most beautiful in New England.

Reisman Closes Deals

Phil Reisman, General Sales Manager of Pathe, has just closed a deal with the Coston Circuit of Chicago for all Pathe features and short subjects. This is but one of a number of contracts secured on a trip to Chicago and Buffalo, from which he has just returned.

Nocal Sells to Salem

R. J. Nocal has sold the Hollywood Theatre in Sales, Oregon, to the Salem Amusement Company. Vern McIntyre and George Guthrie are supposed to be among those interested in the acquisition.

Finkelstein & Rubel Form Han-A-Phone Distribution

William Faversham

Heads "Mardi Gras"

The cast has been completed for "Mardi Gras" the Aetna Production which will go into preliminary shooting at the Manhattan Studios in New York on August 10th.

William Faversham and Commander Grosso head the cast, supported by Charlotte Walker, Connie Hughes, George Meeker and Mabel Swor. Gene Gabriel will direct.

Sarnoff Holds Photophone Interchangeable with W. E.

(Continued from page 1)

films made by the Movietone and the Photophone processes, RCA Photophone has now adopted a sound track 80 mils in width, but which retains the Photophone method of recording. Tests made in studios and theatres with a variety of sound motion picture subjects prove conclusively that Photophone films not only play interchangeably on Movietone projectors but also give normal and satisfactory speech and musical quality perfectly synchronized. The 80 mil Photophone sound track requires no modification whatever of the Movietone sound projector; neither is the operating procedure of Movietone changed in any way.

"I know of no reason, technical or otherwise, why sound films recorded by the Photophone process cannot be satisfactorily played on either Photophone or Movietone machines installed in theatres. Also the Photophone Company has no objection to sound films recorded by the Movietone process being played on Photophone machines installed in theatres."

Third F. N. Picnic

to Be Held Aug. 11

First Nationals third annual outing will be held at Indian Point, on the Hudson, on Saturday, August 11. William P. Mullen will again be master of ceremonies because of the big hit he made in that capacity at last year's outing. There will be tennis, dancing, swimming, a baseball game between married and single men, various races for both men and women and other events.

Exhibitors Free Shows

in Blue Law Fight

TEXAS—The Charles Brothers, theatre operators of Alice, Texas, are making a valiant fight to legalize Sunday motion pictures. They started the ball rolling last month, with free shows on Sunday and organized petitions to be signed by the citizenry, 700 of whom have signed the roll.

T. Mathewson Joins

Pathe Review Staff

Tracy Mathewson, one of the most famous cameramen of the Southland, has transferred from Pathe News to Pathe Review. He has been in New York for conference with Terry Ramsay, editor in chief of eastern production for Pathe, and for a study of the current sound picture offerings on Broadway.

Dan Finkelstein and Frank Rubel have formed the National Operating company, with headquarters at 321 Loeb Arcade, Minneapolis, to handle the distribution in Minnesota, North and South Dakota of the sound device, the Han-A-Phone, a disc equipment for the synchronization of motion pictures.

Mr. Finkelstein made a thorough investigation of available sound equipment before contracting for the distribution of the Han-A-Phone, giving much study to requirements and needs of both large and small theatres. The Han-A-Phone equipment can be attached to any make of projector, according to Mr. Finkelstein and the cost of installation is well within the reach of the small theatres, the distributors claiming the machine can be paid for out of added profits within four weeks.

P-F-L "Wings" First Year

Celebration Aug. 12

(Continued from page 1)

true will continue at the Criterion until New Year's, at least, according to A. Griffith Grey, head of the Paramount Road Show Department.

A whole week, commencing Sunday, is to be known as "Wings" Anniversary Week and distinguished figures in aviation will be among the audiences as guests of honor each night. On Sunday, Commander Richard E. Byrd, who attended the presentation of "Wings" a year ago, will return to see it a second time.

Only four other motion pictures ever have run for a year on Broadway—they being "The Ten Commandments," "The Covered Wagon," "The Big Parade" and "Ben Hur." The DeMille Biblical film and "Ben Hur" occupied two theatres, while "Wings," "The Big Parade" and "The Covered Wagon" remained in the same house throughout their runs.

Elect Dalsheim

BERLIN—Dr. Friedrich Dalsheim, formerly of the Deutsche Landerbank, was elected assistant member of the board of Terra-Film A. G., of Germany, effective July 1st.

CANADA PRODUCING OFFICIAL GOV'T. FILM

OTTAWA—Canada is making an official National Scenic picture which Frank Badgley, director of the Motion Picture Bureau of the Canadian Government at Ottawa is directing.

It will be called "Seeing Canada". Badgley has just returned from a six week's tour of the Pacific Coast and the Western Provinces and has shot thousands of feet of film.

CONTRACTS MUST BE WRITTEN SAYS LEADER

"Do not make oral agreement with film salesmen or others in the purchase of your product" warns R. F. Woodhull, President of the Motion Picture Theatre Owners of America.

"I am impelled to sound this warning once again because of two or three recent decisions rendered by Arbitration Boards against exhibitors.

"In the first place, very few concerns in any line recognize oral statements by their representatives; secondly, it is an unsound way of doing business as one party or the other may die, change positions or break faith.

"Any exhibitor who is following this practice is travelling toward a dangerous situation. While the agony can be postponed for a time this hit or miss policy can end, only in loss of money and in many instances lifelong friendships will be broken.

"Have all special understandings reduced to the old 'black on white' and see that every copy of the application reads the same. If you are buying pictures for one house and running them in another, by special oral agreement, both yourself and the salesman know it is wrong.

"At least, it is unbusinesslike and your business structure is surely being built on shifting sands. Start with your next purchase and have all special concessions, if any, plainly stated in your approved copy of the contract."

"U" Changes Westerns

More action and less romance is the new edict coming from Universal concerning its western thrillers of the untenanted spaces. As a result of this all the "melos" are now being re-scribed.

NEW YORK'S NEWEST AND FINEST HOTEL

SMARTLY NEAR THE CENTER OF THINGS

Around the corner from New York's exclusive shopping district, readily accessible to leading theatres, and railroad terminals, yet in a neighborhood socially correct and away from the noise and turmoil of the business district. The Park Central enjoys a location distinctly unique in its advantages.

Come to the Park Central, New York's newest and finest hotel, where you will find advantages heretofore unknown to American hostilities—Radio outlets . . . Electric Refrigeration . . . Five Period Salons and Roof Patios for private social functions . . . Swimming Pool, "Roof Garden" featuring the world famous Venetian Gondoliers. . . other features equally unusual and desirable. Single rooms five dollars per day and up. Double rooms eight dollars per day and up.

THE PARK CENTRAL

FIFTY-FIFTH STREET AT 7th AVENUE
NEW YORK CITY



WM. DeMILLE RETURNS TO PARAMOUNT

Will Associate with Pomeroy on Sound Film Production

By JOE BLAIR
Hollywood Correspondent

After an absence of more than two years William De Mille will again affiliate himself with the Paramount Famous Lasky Corporation, it was announced today by Jesse L. Lasky, first vice president in charge of production.

The pioneer producer and director will return to Paramount to associate himself with Roy J. Pomeroy, director of sound effects, in the development of audible motion pictures in the Hollywood studios. For the past two and a half years De Mille has been connected with the Cecil B. De Mille company, having left Paramount to join his brother's organization.

Korda to Direct Sills

Alexander Korda will be at the megaphone on Milton Sills next production to follow "Hard Rock," it is announced by First National Pictures. The tentative title of the new production is "Comedy of Life." No supporting cast has been assembled as yet. Korda is responsible for "The Private Life of Helen of Troy" among other recent First National productions.

Pickford's New Story Gets Under Way

Mary Pickford's writing staff has gone to work in earnest on her new story, the title of which has not yet been announced. John Grey and Allan McNeil are collaborating with Sam Taylor on a dramatic comedy said to give Our Mary a chance to display a new phase of her ability in the role of a young girl whose true love runs with proverbial lack of smoothness.

New Menjou Director

Adolphe Menjou will have a new director with his next Paramount picture. Frank Tuttle has been assigned to handle the next Menjou vehicle, the script for which is now being prepared by Ernest Vajda.

Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

FOR SALE

200 REELS OF FEATURES, DRAMAS, Western, Comedy, Scenic and International News. Lists free. Box 31, Exhibitors DAILY REVIEW.

WANTED

WANTED—TWIN 5-FOOT TYPHOON fan, in good condition, for cash. Box 101, Exhibitors DAILY REVIEW.

BUSINESS OPPORTUNITIES

WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

GEORGE O'BRIEN CAST IN COP ROLE IN "FOG"

George O'Brien is playing the role of a policeman in "Fog," now in production at the Fox West Coast Studios. If he needs any technical advice, which he thinks he doesn't, he intends to call upon his father, Chief Daniel J. O'Brien of the San Francisco police department.

"Fog," is being directed by Charles Klein. It is an adaptation of Charles Francis Coe's story. In the cast are Lois Moran, Fritz Feld, Andy Clyde, Earle Foxe, Crauford Kent, Robert E. Homens, Don Terry Maria Alba and John Kelly.

Adolfi Directs

"Sinners' Parade"

Columbia Pictures has signed John Adolfi, who did "The Little Snob," "What Happened to Father" and other Warner pictures, to direct "Sinners' Parade."

Adolfi is working on the script with Beatrice Van who recently joined Columbia's Hollywood forces.

Jones to Direct

Charles Rogers

F. Richard Jones has again been signed to direct the next Charles Rogers picture for Paramount.

Jones, a graduate of the Mack Sennett comedy institution, directed Mabel Normand in several of her biggest successes, and a few months ago came to Paramount to handle "The Big Killing". The results on that picture gave him the chance to handle the megaphone work on Zane Grey's recent picture, "The Water Hole".

John Boles Cast

in New Fox Film

John Boles, a "discovery" of Gloria Swanson, who selected him for the lead in her starring production, "Sunya", has the important role of "Stephen Ramson" in Irving Cummings' current production for Fox films, tentatively titled "The Woman".

Ben Bard and Mary Astor have the leading roles with Oscar Apfel, Lia Tora and Helen Lynch in the supporting cast.

Theatre Owners in 8-Hour Session-Appraisals-Audits

(Continued from page 1)

The plans include drafting the best brains of the existing theatre circuits for the personnel operating the pool. Efforts are being made to start the new scheme before the start of the new season in September.

Reports are being circulated that members of the Sapiro organization will deal individually with distributors, in view of the nearness of the coming season, but this was strongly denied by the Sapiro association yesterday, which it is asserted will continue as steadfast as ever, despite contrary reports or the formation of the new pool.

STUDIO GOSSIP

D'Arrast who both wrote and directed "The Magnificent Flirt" will again direct Florence Vidor in her next Paramount production, "Divorce Bound".

Actual shooting has been completed on First National's "Show Girl" and the film is now in the cutting room.

Anita Page one of M-G-M's favorite featured players has added a course on interpretation to that of voice culture at the University of Southern California. She's going to be prepared when the time comes for her to star in a sound picture.

William J. Cowen, well known as a writer has been promoted to the position of director at the Pathe studios and his first assignment is "Ned McCobb's Daughter". In honor of his new duties, Leonore Coffee, or Mrs. William J. Cowen if you choose, presented him with a megaphone.

B. P. Schulberg announced the purchase of Harvey Fergusson's novel "Wolf Song" by Paramount and that it will be prepared by John Farrow to feature Gary Cooper.

Gertrude Messenger has been signed by Universal to play opposite Arthur Lake in the "Horace in Hollywood" series of one-reelers.

In choosing William Haines to star in "A Man's Man", the stage play by Patrick Kearney, Metro evidently looks for real histrionic ability from this young man. We only hope he can live down his past parts and put this over.

Frank Lloyd will direct Billie Dove's next picture for First National. He has just completed "The Divine Lady".

Julian Johnson will title "The First Kiss", Wray-Cooper's picture for Paramount. The major portion of the film was shot in Maryland.

Edmund Cobb and Frank Clark have been added to the cast of the new Universal serial "The Final Reckoning" in which Newton House and Louise Lorraine have the leading roles.

After bothering to establish the reputation of one of Hollywood's chief free-lancers, Lewis Stone has gone and signed a long term contract with M-G-M. He is now playing in "A Woman of Affairs".

Additions to the cast of "Outcast" the new Corinne Griffith production for First National comprise Edmund Lowe, Huntley Gordon, Louise Fazenda, James Ford, Frank Chew and Kathryn Carver.

Doing the "vamp" to perfection, Paramount is again placing Lilyan Tashman in a menacing role in Nancy Carroll's and Richard Arlen's co-featuring sound picture.

Eddie Nugent, that new juvenile find of M-G-M will appear as an aviator playing with Ramon Novarro in "Gold Braid".

'THE LAST WARNING' FINISHED BY LENI

HOLLYWOOD — Final scenes of "The Last Warning", Universal's mystery production starring Laura La Plante under direction of Paul Leni, have been photographed and the picture is now in the cutting room, according to an announcement by President Carl Laemmle.

The production, which was supervised by Carl Laemmle, Jr., has a strong cast including Montagu Love, Margaret Livingston, Bert Roach, John Boles, Roy D'Arcy, Mack Swain, Burr McIntosh, Carrie Daumery, George Summerville, Torben Meyer, D'Arcy Corrigan, Bud Phelps, Tom O'Brien, Fred Kelsey and others.

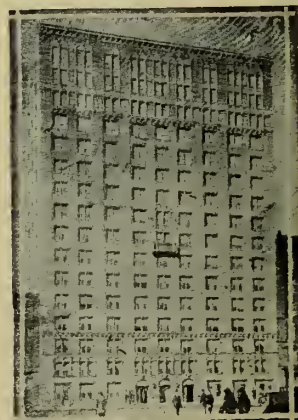
"The Last Warning" is adapted from the stage production of the same name by Thomas F. Fallon. The story revolves around the staging of a play in a haunted theatre, unoccupied for years. The picture will have sound effects.

Wallace to Direct

"Shop Worn Angel"

Richard Wallace, who directed the far-famed "McFadden's Flats", has been signed by Paramount to handle "The Shop Worn Angel", the Gary Cooper-Nancy Carroll co-featuring vehicle soon to go into production at the Hollywood studios.

THE OGDEN



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Delightful homelike atmosphere. Inviting and Quiet—within a few minutes of Everything in New York City, and a complete Golf Course on Roof.

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DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 33

New York, Thursday, August 9, 1928

FIVE CENTS

OBSERVATIONS

Popping

This sound business is popping. History is being made every minute. Everything is fast and furious. What seems a distinct departure today is an antique tomorrow. Mergers are coming, have come and will continue to come. No one would dare prophesy progress, or lack of it, from one hour to the other. At times you figure it as a lot of bunk and a little later feel it is here to stay.

Paramount

Realizing their inability to get sound approaching a perfection in time necessary for them to compete with Fox, Paramount has made a definite offer to Warner Brothers for controlling interest in Vitaphone. The price has now reached Eighteen Million, with an additional million added every few hours. The Warners are sitting in the kings seat and realize it. Paramount wants Vitaphone, Warners know it and Paramount will pay and pay and pay.

Zukor Yells

Tuesday the DAILY REVIEW got wind of this move on the part of Paramount. We phoned Paramount and Warners for confirmation, knowing there would be a denial, and got just that. Later Mr. Adolph Zukor phoned to suggest, if we published the story (it was to be in our issue of yesterday) he would see that we were all put in jail and threatened a thousand other reprisals. In fact his "denial" was so emphatic it turned, what we believed a substantial rumor with some truth and justification into a sensational bit of news, so sensational in fact, we decided to hold off publication in order to permit us time to get more and greater details.

Scooped

This morning we decorated our desk with yards of beautiful crepe surmounted with garlands of lillies. Our sensational story was published by two other film journals. We owe our readers an apology but as a result of being scooped on this yarn, we have strengthened our position, for if Zukor makes good his threat, as he certainly will, we will, very likely be the only publication on the street tomorrow, unless arrangements can be made for the two journals that carried the story to publish from convenient jails.

WILKERSON

\$1,250,000 FRENCH PHOTOTONE FORMED

By SAM HARRIS
"Today's Cinema"

PARIS — The French Phototone, Ltd., has been formed and a capital stock issue of \$1,250,000 will be floated. The company controls the British Phototone patents and the Board of Directors includes Max Lopez, managing director of French Brunswick; A. George Smith, managing director of the British Phototone and Clayton Hutton of the same company.

French Phototone proposes to produce talking film in France on a reciprocal arrangement between the British and French companies and will erect talking film studios.

Cinema music in France at present is at a very low standard and the opportunities for sound films and Panatropes in theatres are increasing, states a representative of the French Brunswick Co.

THREE BIG ONES FOR GENERAL P-F-L RELEASE

Three of Paramount's biggest pictures will be released generally to bolster up the showing which the company plans to make at the commencement of the new season.

"Wings" will be released in September; "The Patriot" on August 17th and "The Wedding March" in October.

Pathe Editor Sails for Italy Aug. 15

Joe Sullivan editor of "The Pathe Sun" house-organ of Pathe Exchanges, Inc., is sailing for Italy on the Colombo, August 15th, where he will arrive in time to hear his wife's debut in grand opera in Milan.

Sullivan will visit Switzerland, France and England and will be gone for six weeks.

Warner Stock Breaks Suddenly—Leak in News

Whether the leak of news in the negotiations which are going on between Paramount Famous-Lasky and the Warner Brothers was responsible for a drop in Warner shares yesterday, or whether it is the result of a rapid over-inflation, is not definitely known, but after two weeks of steady climbing, the Warner "A" stock lost 3¼ points on the Exchange and the "B", 2¾ points on the Curb.

REISMAN AND WEIR SIGN STANLEY—W.C.

Pathe has just put over double-header sales deals in the East and West involving two of the biggest circuits, through Phil Reisman, General Sales Manager, closing with the Stanley Circuit for the full line of Pathe product simultaneously with L. S. Weir, Western Division Sales Manager's similar deal with the West Coast Circuit.

"King of Kings" Breaks U. A. Theatre Records

"King of Kings" Pathe feature is breaking records at the United Artists Theatre in Chicago, the company reports. 500 theatres will show the film simultaneously day and date the first two weeks in October.

Boles Gets 5-Year Universal Contract

Carl Laemmle, president of the Universal Pictures Corporation, has signed up John Boles, leading man, on a five year contract for talking and singing pictures.

He is said to have an exceptional singing and speaking voice.

P-F-L-WARNER BROS. MERGER IMMINENT—STATEMENTS MADE

Officials Deny and Confirm Report—Price Not Agreed Upon

Feeling that sound is here to stay and because both Fox and Warners have outguessed and outmanipulated them in this new and distinct departure and with the added realization their own progress with sound is quite feeble, Paramount is said to have made a very definite offer for the control of Warner Brothers. The bidding at present is said to have reached \$18,000,000 with Warners giving them the angry stare at the audacity of such a small offer.

On the heels of the sensational rise of 55 points in the Warner stock since the first of the year, strong reports emanating from several Wall Street institutions early this week indicate that Paramount-Famous-Lasky Corp., sought and is still seeking to buy control of Warner Brothers.

The Chief reason given for the desirability of such a merger, giving P-F-L sway over the Warner (Continued on page 2)

Riesenfeld Scores 3 Goldwyn Productions

Dr. Riesenfeld is directing the musical synchronization for both "The Awakening" and "The Rescue" as well as "Two Lovers," for Samuel Goldwyn-United Artists, at the Victor Camden plant.

New Fox Film Plant

LOS ANGELES—Fox Film Corp. will start construction at once of \$1,000,000 movietone talking picture plant covering 40 acres at Westwood studio.

Synchronize Player Piano to Pictures

An interesting invention has been demonstrated abroad. It is a synchronized player-piano, invented by Hindemith, which should be an important addition to the many sound-film systems now in operation and of value chiefly to smaller theatres now using organs, orchestrations and the like.

The piano record roll is synchronized perfectly to a picture, the notes always corresponding exactly to a particular image on the screen.

Paramount to Make Talkies in England Says Otterson

"OUT OF THE RUINS" F. N. PRINT ARRIVES

The first print of Richard Barthelmess' new First National picture, "Out of the Ruins," arrived in New York yesterday and was pre-shown to First National officials. The story is by Sir Philip Gibbs and was directed by John Francis Dillon.

By SAM HARRIS
"Today's Cinema"

LONDON—In an interview with J. E. Otterson, President of Electrical Research Products, it was learned that Paramount Famous-Lasky Corporation will commence production of talking films in England by the end of this year.

Asked whether definite arrangements had been made to permit ex- (Continued on page 2)

DAILY REVIEW

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York: — Victor Shapiro is thinking of buying a saxophone to play for Emil Jensen to sing the Motion Picture Club song which Irving Berlin will write . . . Joe Hornstein, just back from Maine, leaves today for a week end at Atlantic City, and who wouldn't be in the supply business . . . Red Grange, one time motion picture actor, is stopping at the Astor while taking lessons on how to become a regular Thespian . . . Herman Robbins is said to be working on an invention which will keep the head cool and the sunburn off the knob while playing golf . . . Howard Deitz gave the new Motion Picture Club the o-o yesterday and expressed great surprise over the fine club he and others had built up . . . J. D. Williams will bear watching as he is like to announce some big distribution plans any day . . . John McGuirk says he hopes the Motion Picture Club will soon open so he and the Stanley bunch can eat there on their Tuesday's in New York . . . Joe Kennedy and William LeBaron arrived yesterday on the Century from the coast and it is expected that a lot of things will begin doing . . . Si Seadler is spending his vacation learning what he calls the fundamentals of cow pasture pool and actually hits the ball once in a while . . . Jerry Beatty, now that he has "Lilac Time" safely opened, is beginning to think about that vacation he was compelled to miss . . . Billy Brandt emerged from the wilds of Brooklyn yesterday long enough to give Broadway a look . . . Joe Quittner, Middletown theater owner and New York attorney, spent the week end looking over his own shows . . . Joe Schnitzer, v.p. of FBO has presented the Motion Picture Club with a fine gymnasium electrical vibrator, and that'll help a lot . . .

P.F.L.-Warner Bros.

Merger Imminent

(Continued from page 1)

producing organization but which would allow Warners to continue operations because of their superiority and showmanship in sound pictures, is the recognition that they are far ahead of anybody else in this field, having definitely lined up their plans for actual accomplishment for the next two years.

Added to this is the pressure being brought to bear upon Zukor by his sales forces who see a vanishing box-office without the talkies, for the P-F-L houses, and the fact that the Warner estimated receipts in the next two years will total from \$15,000,000 to \$20,000,000.

Wall Street financiers are gathering in every share of P-F-L common stock available on the Q.T., in anticipation of profits that are to accrue as the result of the Warner investment and the splendid financial prospects of the Paramount company. This movement has been gathering momentum since July 1st.

Despite denials yesterday by representatives of both companies the Wall Street informants maintained late yesterday afternoon that the deal still had a chance to go through and that Paramount Famous-Lasky is desirous of having at their disposal the experienced organization of talking picture production which Warners have developed, in order to avoid wasting tremendous sums this coming year in the pitfalls and difficulties surrounding the making of the new type of entertainment.

Adolph Zukor, head of Paramount Famous-Lasky was vigorous in his denial of this report and threatened reprisals against any publication running such a story, stating it was a great injustice to his company and to Warner Brothers.

Harry M. Warner, President of Warner Brothers has admitted receiving offers for the company whereby it would change hands only on consideration that it be allowed to retain its identity and the price was right.

The Warner Stock reaction this week shows that traders in the "street" are backing up their information on the coming merger, and as a result the stock has broken all records this year.

Brokers who are handling the Warner stock report that the "A" stock which is convertible into the common, is callable at \$17 a share and that it is anticipated by interests close to the corporation that this stock will be called in shortly.

After reaching a new high price, Warner Brothers A stock met profit taking. The company's fiscal year ends August 31 and earnings for the period will be about \$3.25 a share on the combined A and B stocks. The Street has heard rumors of calling of the A stock, but this cannot be done first, until the notes are paid off on October 15, and, second, until a capital surplus is shown.

At present the company has a capital deficit. The A stock could be retired on December 1 were it not for the capital surplus provision.

Company officials refuse to hazard a guess on earnings for next year, beyond predicting that they will be much better. Pool interests, however, are less modest and mention figures which leave the Street, which has seen pool movements in this stock before, a bit skeptical.

Traders on the 'street' are hustling to get in on the P-F-L common stock before the 3 for 1 split actually takes place in anticipation of the Warner profits to accrue to P-F-L stockholders if the deal finally goes through.

2nd Jannings Film

"Fortune's Fool" German feature produced by and with Emil Jannings will be shown at the Cameo theatre starting Saturday.

Amer. Film Formed

SEATTLE—C. M. Dunn and D. C. Millward have taken over the Western Deluxe and Northwestern exchanges and formed the American Film Corporation. Dunn and President, and Millward, V. P. and General Manager.

Niblo Sounds Warning to Stem Sound-Film Stampede

Bern Starts Pathe

Duties on Aug. 15

The appointment of Paul Bern as Pathe producer is of great importance to future Pathe product, in the opinion of executives at the Pathe Studios. He will assume his new duties on August 15.

Bern comes to Pathe from M-G-M, where he was first scenario editor-in-chief, and more recently supervisor of story-production activities. For the last two years he has been identified with M-G-M's finest product.

The acquisition of Bern is indicative of the determination of Pathe to have on its program the very best features that can be made.

Reinlieb with Ufa

Albert Reinlieb has joined the sales force of the Ufa Eastern Division Distribution, Inc. and will cover the entire state of New Jersey. Before joining Ufa Eastern Distributors, Reinlieb was with M-G-M covering the same territory.

Cal. Golf Tournament

Aug. 23—Many Prizes

The 36-hole Annual Golf Tournament of the Motion Picture Bulletin of California, will be held on August 23rd at the Hillcrest Country Club, near San Francisco. Mike Rosenberg is chairman of the Tournament Committee.

Appel Here on Color

Rudolph Appel, director of the German Color Moving Picture Company, arrived on the S.S. Paris yesterday for business conferences on color films.

Paramount to Make Talkies in England Says Otterson

(Continued from page 1)

ibitors to use Movietone apparatus with pictures made by other systems such as Photophone, Otterson replied that it has not been settled.

Other definite information given by Otterson included the granting of Movietone licenses to English producers and the immediate installations of six outfits in English cinemas, among them the Plaza, Capitol, New Empire, Leicester Square and others.

"State Street Sadie"

for Kansas City

KANSAS CITY—The Midland Theatre will dispense with its stage shows on August 17th and will inaugurate its talking picture policy with "State Street Sadie," and Movietone News.

The Midland is the second theatre here to change to sound films and will supplement that form of entertainment given at the Globe. Consequently Loew-Publix presentations are temporarily out of the scheme of things.

Dunham Buys Theatre

The Hawthorne Theatre, Portland, which was recently closed, has been sold by Tex Allbright to F. M. Dunham who has re-opened it.

Fred Niblo is looking to talking pictures through anything but rose-colored glasses. "Go slowly and cautiously" is the advice of this director of the first rank.

"I would like to sound a warning against this stampede. At least let us take time to consider where we are going.

"I do not believe that public interest in the silent film is flagging to the point where innovations are demanded. The trouble lies in theater over-development, more seats than can possibly be filled. Turn half our theaters into garages and there will be no complaint on the score of patronage.

"The silent drama has a great clientele. Shall we jeopardize this by tinkering with the type of pictures that has built up this following? Shall we drive film patrons from theatres by presenting them with mediocre talking pictures?

"What will the actors say? Who will write it for them? As it is, there is a shortage of good writers in the industry. Where will we find Oscar Wildes and Bernard Shaws to write dialogue for the 'talkies'?

"The public loves youth and beauty on the screen. Shall we sacrifice youth and beauty to voice? And a good voice in a talking picture will be a canned voice, nevertheless.

"What will become of our foreign market? What will become of our foreign stars with imperfect knowledge of our language? And what will become of some of our greatest actors, who are not especially favored as to voice?"

Monty Banks Contract

LONDON—Monty Banks has signed a new contract with John Maxwell of British International Pictures, Ltd., to star in a new comedy which will begin about September 1st. His first for BIP was "Adam's Apple".

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\$2.50 a day and up. Sample
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Walter Craighead, Manager
DEARBORN STREET FROM JACKSON
TO QUINCY
New Garage One-Half Block

Now you can see how perfect a Synchronized Picture Can Be

No. 598—Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Pictures Corporation.

AND NOW "THE MAN WHO LAUGHS" IS READY FOR YOU TO HEAR AS well as to SEE.

NOW YOU WILL HAVE THE BEST OPPORTUNITY YOU HAVE EVER HAD to realize how much a glorious picture—perfect in itself—can be improved by the addition of cleverly directed sounds.

WITH ALL THE WILD TALK ABOUT SYNCHRONIZATION WHICH HAS had the whole industry standing on its head, it is no wonder that confusion has been worse confounded.

AND NOW, OUT OF THE CHAOS OF GUESS-WORK AND GOSSIP, COMES the supreme achievement which will prove without the shadow of a doubt that when even a perfect picture is properly synchronized with all due regard for theatrical effects, it can be made even better than perfect!

NEVER HAS THERE BEEN A MORE CONVINCING DEMONSTRATION OF the possibilities of the movietone process than you will get when you SEE AND HEAR "THE MAN WHO LAUGHS".

DURING THE SCENES AT THE FAMOUS SOUTHWARK FAIR, YOU WILL hear the cries of the barkers, the shouts of the happy people, the blowing of their horns and the throbbing of their other merry-making noise-machines.

THROUGHOUT THE SCENES WHEN GWYNPLAINE IS AMUSING HIS audience—that audience which rocks with laughter—you will HEAR the gales of laughter and you will hear the tumultuous cries "Gwynplaine! Gwynplaine!"

IN THE MOB SCENES, PANDEMONIUM IS LET LOOSE AND THE MOVIE fan does not live who will fail to get a terrific "kick" from this grand combination of eye and ear entertainment.

THE MUSICAL SCORE IS A GEM IN ITSELF, BRINGING OUT WITH EVEN extra emphasis the fine points of this exquisitely directed picture.

AND ONCE MORE I WANT TO SAY TO THOSE EXHIBITORS WHO HAVE no sound equipment in their theatres just this:—Whether your patrons simply SEE "The Man Who Laughs" or whether they both SEE and HEAR it, they will be entertained and uplifted in spirit as no picture has aroused them for a long time.

WHETHER THEY'RE SILENT OR WHETHER THEY'RE OTHERWISE Universal has the pictures!

SENNETT STUDIOS COMPLETE PROGRAM —PLANT SHUT DOWN

Producer to Make No More
Silent Comedies—Lines
up Release

The Mack Sennett studio's have closed down as a result of their having completed the series of two reel comedies for Pathe release for 1928-29. The organization started about the middle of May on this series and shot them fast and furious in as much as Pathe only permitted them a \$10,000 negative advance.

This will no doubt be the last of the two reel silent comedy in so far as Sennett is concerned as it is his intention of going in for sound comedies and novelties modeled on lines a bit different from the short subjects of Movietone and Vitaphone.

Sennett is in New York at present working out details for a release and lining up talent.

STUDIO GOSSIP

By JOE BLAIR

Ben Lyon has been receiving some very complimentary offers from eastern stage producers for his services for the coming season, but Ben has seen fit to turn them down and stick with the movies.

"East Side", Universal's all-talkie is now under way at the studios with Leigh Jason directing. The cast includes Jean Hersholt, Walter Long, Mary Nolan, Grace Valentine and Tom McGuire.

Back Jones left a couple of days ago with Ted Brooks, his assistant director, for a quick auto trip to New York. He is figuring on doing it in six days and nights and we hope he makes it.

Since Estelle Taylor left for New York, the company shooting "Singapore Mutiny" for FBO under the direction of Ralph Ince, has become a "stag" organization.

Reports coming from the Pasadena Hospital where F. W. Murnan was operated upon last week for appendicitis, are most favorable. The Fox director counts on leaving there in another week.

Douglas Haig, formerly a member of Hal Roach's "Our Gang", and Dawn O'Day have been signed by Paramount to play children's roles with Emil Jannings in "Sins of the Fathers".

Almost equalling the famous silk hat story of Belgium's Lowenstein, is the case with Ramon Novarro who commutes daily by airplane from his San Deigo tailor who is making him uniforms for "Gold Braid" to M-G-M studios.

William H. Turner has been added to the cast of Paul Fejos' Universal feature, "Eric the Great" which is now being prepared. Conrad Veidt and Mary Philbin will head the cast.

Film Center Building

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ALREADY 40% RENTED BECAUSE 100% RIGHT!

NEW distribution center for film industry... designed, built, and equipped for handling, storing, shipping and displaying films... the end of makeshift accommodations!... the beginning of specialized quarters!... every inch of it built to fit an industry!... and such a revelation of structural efficiency that these six important institutions have already grabbed off 40% of the space from the plans:

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F. B. O. Pictures Corporation
Metro-Goldwyn Film Corporation*

*Educational Pictures Co. of Amer.
Universal Pictures Corporation
Exhibitors Progressive Poster Co.*

Fireproof storage vaults on every floor.

Special shipping platform in basement with ramp to street.

Group shipping to individual exhibitors.

Special projection rooms and inspection rooms.

Moderate rentals and low insurance.

Entire conformance with municipal regulations.

Full 18,000 sq. ft. floors ready Dec. 1928—Smaller units ready Jan. 1929
Get Spear & Co., Inc. on the phone before all the better units are gone!

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FILM CENTER, INC., Builders... ABE N. ADELSON, Pres.

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 34

New York, Friday, August 10, 1928

FIVE CENTS

OBSERVATIONS

Watch Out

We were talking to a gentleman who has made a very close study of "sound" for one of the larger organizations and among other things he said, "it seems to me we are not in sound as much as the sound companies are in pictures". To us, those few words have a lot of significance in that the large producers should give quite a bit of thought to the entry, even only in a seemingly small way, of the American Telephone and Telegraph Company, Radio Corporation of America and Western Electric.

Years Ago

Quite a few years ago exhibitors were stumbling over each other in their effort to buy the product of one of the better producing and releasing organizations. They were outbidding each other. Rentals shot up. It was not long before this same producing and releasing organization approached many of these exhibitors for higher rentals, this refused they offered to buy the theatres and being refused this, they threatened and in some case actually did build opposition houses.

Parallel

We feel the mad scramble of the producers to sound and sound manufacturers is almost a parallel to the above and anticipate that the money (and that means a lot) being thrown in the direction of the A. T. & T. Co., Western Electric and others, might revert back to shoving a few of these producers out of the business. Certainly these gentlemen with unlimited finances of their own, controlling the patents and the delivery of sound apparatus, both recording and amplification, being satisfied of the money-making propensities of their patents, might want to go a few steps further and make pictures themselves. That's logical. Even in the face of the ten and fourteen year contracts they are passing out. We don't think there is anything in their contracts that might prevent their making pictures.

WILKERSON

PATHE-FIRST NATIONAL-FBO MERGER NEARING SAYS "STREET"

LABOR WAR CEASES INSTALLATIONS O.K.

The labor controversy between the Electrical Research Products, Inc., and the International Brotherhood of Electrical Workers, Local No. 3, was settled yesterday, according to Mr. Marooney of the Local, and installation of sound apparatus at the Central Theatre for "Lilac Time" is proceeding.

The agreement calls for all installations of Movietone to be done by (Continued on page 3)

BURRELL-HANCOCK TALK ON SOUND AT AMPA

Sound pictures were discussed at the meeting of the AMPA yesterday, Charles Burrell of Western Electric and Don Hancock of Van Beuren Enterprises being the principal speakers.

Burrell spoke on the difficulties of synchronization and also divulged plans of the Western Electric Company to make a movietone picture (Continued on page 3)

BALLENTINE DENIES FOX 'BLACKJACKING'

SEATTLE—In a ruling of the Film Board of Trade, the Fox claim against Al J. Wagner, Lyric Theatre, Grangeville, Idaho for bicycling "The Arizona Wildcat" to the Claremont in Winchester, was upheld.

A sidelight of the testimony brought out a contention of Wagner's that the Fox Company tried to make capital out of the case against him by threatening to make trouble if he did not take the entire (Continued on page 3)

Mayer-Schneider Suit in Supreme Ct. Today

Mayer & Schneider attorneys will today answer the plea by the I.M. P.E.A. for a temporary injunction, before Judge Crain in the Supreme Court.

The theatre circuit was served after several weeks and they will be asked to stop buying film from distributors, except through the Sapiro organization, and from carrying out their contract to play M-G-M pictures.

H. M. WARNER SPURNS OFFERS—WILL CARRY ON

Harry M. Warner again made clear his stand on the reported offers made to buy Warner Brothers. He stated yesterday that he was not interested in selling out, and that maybe they will buy some companies.

Warner spoke of their intentions to finish the job they had started in putting the company where it is today and that there was not enough money in the picture industry to buy them out.

He also ridiculed a reported statement from one of the industry's leaders who is supposed to have stated that there will be no talking pictures in four or five months, and expressed surprise that such a great leader in this business should be so shortsighted.

U.A. Announcement

Book Wins Acclaim

The United Artists 1928-29 announcement book made its appearance in the trade and the art work, special paper stock and printing work is combined in probably the finest book ever turned out by Vic Shapiro and Bruce Gallup, in charge of the advertising exploitation and publicity.

'JEALOUSY' 1st WOODS

Fay Bainter-Glenn Hunter in Voca-film

"Jealousy" with Fay Bainter and Glenn Hunter will probably be the first A. H. Woods & Associates production to be made with Voca-films. Second choice will be "Fast Life", according to A. H. Woods.

The production will start within six weeks in the Voca-film Studios.

ECKHARDT HEADS CHI FILM BOARD OF TRADE

Officers for the ensuing year were elected at the annual meeting of the Chicago Film Board of Trade, held at the concern's headquarters, this week.

C. W. Eckhardt, District Manager of Fox Film Corp. was elected president and N. F. Agnew, manager of Paramount Famous-Lasky Corp. Vice president. Irving W. Mandel, manager of Security Pictures, was (Continued on page 2)

Kennedy - Blank - Ruben Other Franchisers in Town for Confab

ONLY 3 FOR PATHE

According to Wall Street report from confidential sources close to E. F. Hutton & Co., and Blair & Co., the second step in the plans which have been made to merge Pathe with FBO and perhaps First National, which was predicted by Exhibitors Daily Review back in March, is about to take place.

This next development comes almost after the entire depletion of what was once the best-known trademark and picture organization in the business. Today the company is embarking on what will probably be its last three features; all future work of this type being done by the FBO organization and bearing that trademark. Only Pathe News and Pathe Review will remain. The consolidation of three exchange systems into one, handling the product of three companies will be the first step under consideration today. (Continued on page 2)

WOODHULL WORRIED BY TALKIES—LABOR

R. F. Woodhull, National President of the Motion Picture Theatre Owners of America, in a speech at a recent motion picture convention said in part:

"There are many intricate situations and perplexing problems now before the motion picture industry. These can best be solved and differences of opinion resolved so that a definite program can be reached (Continued on page 2)

"AESOPS FABLES" FIRST CARTOONS IN SOUND

Pathe pioneers in the offering of the world's first animated cartoons in sound through the completion of the RCA Photophone recording of "Dinner Time", one of Aesop's Film Fables, as announced by President Amedee J. Van Beuren Enterprises, of the Van Beuren Enterprises, producers of this Paul Terry pen creation.

Mr. Van Beuren states that Aesop's Film Fables in sound will be available to any theatre equipped for sound projection.

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hempstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Walter Futter says that so far the sound reproducing companies have failed to get a true reproduction of the call of the JuJu fish to its mate for his "Curiosities" . . . Nat Rothstein, who has been living at the Level Club, has moved back to the Park Central . . . Jack Noble, who put the sound stuff in the Scandals, is said to have signed up to make sound pictures for M-G-M . . . Frank Zambrino came in yesterday from Chicago to see how his protege, Red Grange stacks up as a vaudeville actor and says he's great . . . Ralph Poucher, who has had charge of First National's Burbank studios, is here just waiting, as he says, between salaries . . . Joe Sullivan, of Pathe, sails next week for Italy to hear his wife sing; she makes her debut in grand opera . . . Max Manne, production manager of the Roxy, has quit his job there to become a director in sound pictures . . . Harry Brandt and Billy Brandt walking sans hats up Broadway attracted comment on the remarkable hairsute top trimmings the hatless habit was responsible for . . . George Harvey, who will succeed Bruce Gallup as president of the A.M.P.A. has gone into heavy training for the job . . . Joe Weber says that so far none of the big companies have approached him to sing for the sound pictures but that no one can tell what might happen . . . Ralph Kohn is one of the few Paramount officials who have not deserted the Hunting Room for the north dining room at the Astor . . . Lon Lusty, one of the old publicity warhorses, is now assistant to Emil Jensen for United Artists . . . Paul Gulick, vacationing in Maine, writes that the ocean and the golf course there are great, but that the latter is getting the biggest play . . .

PERSONALITIES



GUY I. BRADFORD

Back in the days of 1916 when exchanges weren't the organizations they are today, Guy Bradford stepped into the field, and finding his rightful place here, remained; in fact remained to climb to his present position of branch manager at Kansas City for Tiffany-Stahl.

His work began as salesman in this same city with George Kleien Co., being transferred by them to Atlanta. When this concern closed their national branch offices, Bradford returned to Kansas City as salesman with Pathe, later being made feature sales manager for that district. He next connected with Associated Exhibitors as manager of their Atlanta exchange and remained here until Hodgkinson's offices opened up and he became manager in St. Louis. When this company was sold, Bradford went with United Artists and then to Tiffany-Stahl. After five months as salesman with this organization, he was promoted to his present office.

His home now is in Kansas City, but he is a native son of Adairville, Kentucky, born there October 31, 1885. His family consists of wife and two daughters.

Eckhardt Heads Chi Film Board of Trade

(Continued from page 1)

elected secretary and Earl Silverman, manager of Vitagraph, Inc., treasurer.

Clyde W. Eckhardt, H. S. Lorch, I. W. Mandel, C. Harthill, N. F. Agnew, Felix Mendelssohn and Earl Silverman were chosen as a board of directors. J. D. Abramson was appointed executive Secretary for the seventh consecutive term.

"FOUR SONS" BEGINNING 2-WEEK ROXY RUN

The William Fox special production "Four Sons" starts on its first presentation at the Roxy Saturday at popular prices, following its recent two dollar run at the Gaiety Theatre. The production was directed by John Ford from the story by Miss I. A. R. Wylie.

HUBERT-WYNNE JONES DECIDING UFA SALES

UFA product in the U. S. will shortly enter into a definite distribution plan, whereby the company will either sell direct to theatres through its own offices, or will dispose of Franchises in territories other than controlled by the UFA Eastern Distributing Corporation.

Kurt Hubert, Foreign Director of UFA is now in New York conferring with Wynne-Jones, U. S. Representative.

Woodhull Worried

by Talkies—Labor

(Continued from page 1)

through a merging of forces such as will be presented at the coming ninth annual convention of the Motion Picture Theatre Owners of America at Toronto, Canada on October 16th, 17th and 18th.

"We have the talking picture situation which is convulsing the industry. Who can tell just what it will comprehend in the immediate future, what hitherto stable elements it will displace and what radical changes in production and exhibition programs it will force?"

"If you have any new ideas on Music Tax legislation generally, over seating or other situations, come along with your plans. We can settle things best by pleasing the greater number. To do this the greater number must state its position."

George Abbott Signs Long Fox Contract

According to reports, George Abbott, stage director and author has been signed by Fox Movietone on a 3-year contract, to write and direct talking pictures.

Abbott's contract price is reported to be \$3,000 per week.

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PENN AVENUE

Pathe-First National-FBO Merger Nearing—"Street"

(Continued from page 1)

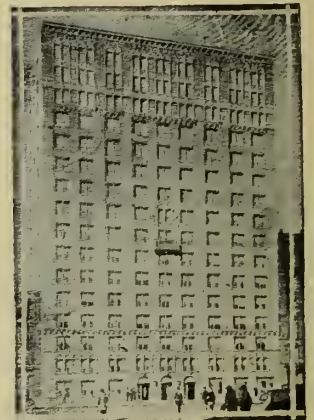
With the passing of DeMille and the stars who were under personal contract to the producer, only a few of the bright lights remain on the Pathe roster and these contracts will probably be allowed to lapse shortly, without renewal. They include such names as Robert Armstrong, Lina Basquette, William Boyd, Junior Coughlin and Allen Hale. Rod La Roque's contract expired and has not been renewed.

Joseph P. Kennedy may shortly move FBO production activities over to the DeMille studios which he has acquired and sell FBO studio properties to Paramount Famous-Lasky Corporation which has made repeated offers for it. Kennedy, it is understood, will not renew production contracts with the Larry Darmour organization for short product, and will make room for Mack Sennett sound shorts on his program.

Rumors have been circulating for two weeks that banking interests were working out the merger plans for Pathe-FBO-First National and meetings of the First National franchise holders are being held today at the home office with Kennedy, Rossheim, A. H. Blank, Ruben, Skouras and others conferring on the transfer.

Two officials in the Kennedy family are reported to be soon transferred from FBO and Pathe to First National. They are Colvin Brown, Executive head of Pathe and E. B. Derr, financial man of FBO. Brown's chief concern will be to jack up First National sales and Derr's, financial advisor to the company.

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GERMAN THEATRES PLAY TO WEEK-END CROWDS

The estimated total seating capacity of motion picture theatres in Germany is from 950,000 to 1,770,000, the houses being divided into the following classes: 6 seating from 2,000 to 2,500; 17 from 1,500 to 2,000; 106 from 1,000 to 1,500; 137 from 750 to 1,000; 473 from 500 to 750 and 1,207 with less than 500.

Since a great majority of these houses operate only on Saturdays and Sundays, the estimate can't be put at one definite figure.

Labor War Ceases

Installations O.K.

(Continued from page 1)

The Electrical Research engineers together with a licensed electrician of the union, and licensed by the City.

The conditions which will prevail locally on installations will have the same bearing throughout the country and in each case licensed electricians will be required wherever Movietone installations are to be done.

Ballentine Denies

Fox "Backjacking"

(Continued from page 1)

Fox product for all of his theatres.

Wagner was unable to comply due to all his towns being booked ahead for other product for the next year—except Grangeville, for which town \$1,250 was asked for the Fox block.

Ballentine, Fox Exchange manager denied that he knew of any attempt to "blackjack" the exhibitor on account of the bicycling claim. The Board held that the rules forbade fining the exhibitor for bicycling and only permitted them to assess a judgment for film rental of the picture in separate towns.

"Uncle Tom's Cabin" to Roadshow in Portland

PORTLAND—The Oriental Theatre here has bought Universal's roadshow picture "Uncle Tom's Cabin" for a special opening on August 25th for an extended run. "The King of Kings" may follow "Uncle Tom" after the run is over.

NEW RADIO MOVING PICTURES BROADCAST

Radio moving pictures were transmitted this week over Station KDKA. This was accomplished in the television laboratory of Westinghouse at East Pittsburgh.

Regular transmission of motion pictures will begin in a few months and the apparatus when produced commercially will be sold through the Radio Corporation of America.

TELEVISION PERFECTS POWERFUL TRANSMITTER

The discovery and demonstration of a new light cell which will further radio television, and is patented under the name of Cooley "Rayfoto" is also to be used in experiments of the transmission of pictures.

The device generates a greater electric current under light than the television photo-electric cells now in use.

Burrell-Hancock Talk

on Sound at AMPA

(Continued from page 1)

of the laying of a new Western Union high-speed cable between Newfoundland and the Azores. Burrell will accompany the expedition which leaves on August 14th.

Hancock revealed that for the first time, the Van Buren Enterprises were ready to release synchronized animated cartoons. He also pointed out that the real novelty, thrill and popularity in sound films lies in the 'talkie'; that plain musical synchronization is forgotten while the picture is running whereas every ear is cocked to listen to dialogue.

LeBaron Delayed on

W.C.—Here Monday

William Le Baron, vice-president of FBO in charge of production, leaves Hollywood today and is expected in New York the beginning of next week.

It was previously announced that he would arrive today with Joseph P. Kennedy, president of FBO, but the heavy production schedule kept the FBO vice-president in Hollywood until today.

Harry Rapf Sees Sound As Advance in Entertainment

Motion picture players without voice training can master sound picture technique easily, beauty and personality will remain as now at a premium, and motion pictures will continue to be primarily motion pictures enhanced with dialogue and sound effects, backed by good judgment and seasoned showmanship; that is the summation of the beliefs expressed by Harry Rapf, Metro-Goldwyn-Mayer studio official in the first interview given out by him on his arrival in New York in regard to sound pictures.

"If it makes pictures more entertaining, audiences will demand it and producers will use it in every picture," Rapf said, "but if it doesn't help the entertainment value of a photoplay it'll be deadlier than a dodo in a short time."

"We have all the players we need."

Motion picture companies aren't going to disrupt the stage by a grand rush for legitimate actors. The camera is the same harsh critic it always has been, the camera still rules, and always will rule, in pictures.

"The sound pictures may best be likened to the radio. Timing is the most important feature in speech, and we will get timing through direction."

"I know there has been a feeling, even among producers, that the era of beautiful faces on the screen will pass before the sound reproducers. Don't you believe it. I say that screen personalities will last as long as the screen lasts. The eye requires beauty, and beauty it's going to have."

"There is no idea of transferring any of our production activities to the East. If we had a production which we thought should be made in part in New York we would make it here, just as we always have done on special occasions. Only short sound features will be made in New York."

A PLAIN STORY

The circulation of THE DAILY REVIEW is excellent food for a story . . . exceedingly plain, clear and permitting of no misrepresentations.

CHAPTER 1 THE DAILY REVIEW is now printing more papers for daily circulation than ever before in its history.

CHAPTER 2 THE DAILY REVIEW averaged over forty new subscribers, all exhibitors, every week for the past two months.

CHAPTER 3 Ninety percent of the total paid circulation of THE DAILY REVIEW is exhibitor circulation in points that every advertiser is compelled to reach.

Our list for today includes:

Tom Daly, Tivoli Theatre, Toronto
Happy Hour Theatre, Buffalo
Hippodrome Theatre, Niagara Falls
Clinton Square, Albany
Palace Theatre, Saratoga Springs
Harris Amusement Co., Pittsburgh
Lexington Theatre, Cleveland
Universal Theatre, Parsons, Ka.
Mavis Theatre, Wierton, W. Va.

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NEW YORK CITY



"OH KAY" - "REVENGE" PREVIEWS ACCLAIMED

Colleen Moore and Dolores Del Rio Score Big Hits

By JOE BLAIR
Hollywood Correspondent

There were two very important previews in Hollywood this past week. They were the Colleen Moore First National attraction "Oh, Kay" and the Dolores Del Rio picture "Revenge" which is to be released by United Artists.

"Oh, Kay" seems a cinch hit for both Colleen Moore and First National. The production was capably directed by Mervin LeRoy from a scenario by Carey Wilson and titled by George Marion, Jr. Sid Hickox and Al Ketchel photographed it.

"Revenge" is a gypsy romance of fire and passion and the best thing the team of Del Rio-Carewe have yet turned out. The scenario was furnished by Finis Fox.

Bronson to Germany

Betty Bronson is scheduled to sail for Berlin on September 15th where she will make "Peer Gynt" for UFA, and will remain there four months as it is to be an elaborate production. Before leaving, she will have completed her role in "One Stolen Night" for Warners.

Harry Lauder at Work

Sir Harry Lauder is actively at work at Cricklewood studios, London on his new production "Auld Lang Syne", under the direction of George Pearson for release by Welsh-Pearson-Elder Films, Ltd.

Sound for "Wreckers"

British Acoustic sound devices will be used by Gainsborough Pictures, Ltd. of London in their feature, "The Wreckers", which is now in production. Mr. Metcalfe of the Gaumont Company is in charge of the sound effects.

Scott Back in N. Y.

Harry Scott, Pathe Short Subjects Sales Manager, has just returned to the Home Office from a trip to Chicago, Milwaukee, Des Moines, Kansas City and St. Louis.

Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

FOR SALE

200 REELS OF FEATURES, DRAMAS, Western, Comedy, Scenic and International News. Lists free. Box 31, Exhibitors DAILY REVIEW.

WANTED

WANTED—TWIN 5-FOOT TYPHOON fan, in good condition, for cash. Box 101, Exhibitors DAILY REVIEW.

BUSINESS OPPORTUNITIES

WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

Fox Coast Studios Starts 6 New Films

With a good portion of the 1928-29 releases already completed the Fox West Coast studios are humming with renewed activity as five new productions begin occupancy of the various stages. A sixth company is making a tour of Europe's principal cities which will lend their color to its backgrounds.

Director John Ford is working on "Riley the Cop". Irving Cummings is directing "The Woman".

A new director, Charles Klein, has launched his first Fox picture, "Fog".

Two comics are teamed in "Home-sick," Henry Lehrman's latest directorial effort.

Frank Borzage is about midway in production of "Backwash".

David Butler, director of "The News Parade" is taking "Newsreel" Nick Stuart through the big cities of the Continent for "Chasing Through Europe."

In addition to these pictures actually in work before the cameras, the company has in preparation "Our Daily Bread," which will be F. W. Murnau's next production.

Pictures now undergoing editorial polishing and Movietone synchronization are "Mother Knows Best," Raoul Walsh's "Me, Gangster," George Ade's story "Dry Martini" and "Prep and Pep".

Arbuckle Opens Cafe

By JOE BLAIR

HOLLYWOOD — Roscoe "Fatty" Arbuckle, opened the Plantation Cafe, at Culver City, Calif., last night to an immense gathering of stars, near stars, directors and producers in the motion picture industry. It was the largest assemblage ever seen in this popular night club.

Arbuckle was master of ceremonies and chief fun maker, he was assisted, for the evening only, by Al St. John, James Cruze, Tom Mix and Lew Cody.

"Fatty" on his return to the coast a short while ago was offered a directors contract for pictures at a weekly salary of \$1,000, but turned it down in favor of this night club assignment.

Among other present were, Norma Talmadge and Gilbert Rowland, Jack Mulhall, Bebe Daniels, Lina Basquette, Constance Talmadge and Buster Collier and Eddie Sutherland and Ruth Rowland.

De Gresac Adapting

"She Goes to War", the Rupert Hughes story of womanhood in the late conflict, is being adapted by Madame Fred de Gresac.

Henry King is directing this Inspiration picture for United Artists, and Howard Estabrook is writing the scenario.

Chinese Co. to Start Production Here

The China Star Film Production Co. has been organized in New York to produce films with Chinese casts. Production will be divided between the U. S. and China. Capital stock is \$25,000.

STUDIO GOSSIP

The Dane-Arthur team in making "Rookies of the Sea" for M-G-M will have Charles Reisner at the megaphone.

Jack Perry who is one of the sailors in Phyllis Haver's new Pathe picture, "Sal of Singapore" was middleweight champion of the U.S. Navy during the World War.

Eddie Schroeder is cutting a European made film called "Zero" preparing it for First National release here.

Rin-Tin-Tin's latest picture for Warner Bros. has been completed. However some prints will go out with sound sequences and on these Director Ross Lederman is still working.

Work has been started on Universal's "It Can Be Done" starring Glen Tryon, with Fred Newmeyer directing.

Shooting of "Hard Rock" has been completed and the production is in the First National cutting room.

Wells Root is now engaged writing dialogue for "Varsity", Charles Rogers' first starring vehicle for Paramount. Speaking and sound effects are to be added to the finished picture.

With the signing of Otto Hoffman for "Hard Boiled Rose", a Warner Bros. production, the cast is complete.

"Changelings", First National's first talking picture, will go into production in about ten days. Shooting will start at the Burbank Studios and then George Fitzmaurice will take the company to the Hawaiian Islands to film the sequence of a shipwreck on a desert isle.

George Irving says he knows all the tricks and only needs his degree. He played the doctor in "Ladies of the Mob" and Paramount has now cast him as the naval physician in "Moran of the Marines".

Counting up his recent successes, First National has decided to hand Mervyn Le Roy the megaphone on their forthcoming "Ritzy Rosy" which will feature Alice White and Jack Mulhall.

Dorothy Devore is starting her first starring comedy in the series of six she is making for Eudational. Charles Lamont is directing.

Gwen Lee who has appeared with Norma Shearer in all of her M-G-M starring productions will again play with her in "The Little Angel". This story is by Leroy Scott and has been adapted for the screen by Carey Wilson.

The famous old Lasky barn who was moved to the present Paramount lot a short time ago, has again to be moved to make room for the new sound projection stage system.

La Rocque with U.A.

Rod La Rocque's first free lance effort will be in United Artists' "The Shop", an all-talkie. He should register 100% in this, because before entering the movies he was looked upon as good talent on the legitimate.

Glazer with Swanson

Benjamin Glazer, recently appointed "Supervisor of the Productions" by Joseph P. Kennedy has been given his first assignment. It will be on Gloria Swanson's next picture, tentatively titled "The Swamp".

Kennedy is financing the Swanson pictures.

"Debureau" for Fox

It is reported that following initial tests of Lionel Atwill made in the New York Fox-Case studios, "Debureau" the vehicle in which Atwill starred some years ago, will be made as a Movietone feature.



WHERE TO DINE AND DANCE ON LONG ISLAND

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DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 36

New York, Monday, August 13, 1928

FIVE CENTS

OBSERVATIONS

"Wall Street" Confused

Things are happening so fast in our industry that even the Wall Street Journal with its great analytical powers are gasping for breath. They say in a recent issue, "the welter of gossip surrounding the moving picture companies and the talking movies is getting so involved, including consolidations and new inventions, that the Street has a hard time keeping pace with it. Undoubtedly a lineup of new organizations gradually will evolve from the mixed situation with small companies going into larger ones—".

Cameramen

It has always been strange to us, why cameramen are given so little credit in their work. We always read plenty of the stars, directors, writers, supervisors, etc., but hardly ever anything about the fellow responsible for the camera work. Their responsibilities are on a par, probably a bit more so, with those of the director. A good cameraman is more often responsible for good directors than the director's work itself. They rarely are given credit for the lightings, the shooting angles, formations and groupings, and in nine out of ten cases these results, good or bad, are inspired by those in control of the camera. Step up boys and insist on a few bows, they are coming to you.

Mail

Our accumulation of exhibitor mail regarding sound pictures is becoming tremendous. We have to do something about it. Accordingly in an early issue we are going to begin the publishing of quite a few of these letters. Producers of sound and those not interested in this departure will be greatly interested in the reactions of the fellow behind the box office window. There are a lot of funny slants, some good, some bad. But the big point is confusion and a poor understanding. This is true with the producers, and in fact everybody else in the business.

WILKERSON

FABIANS SEEK CONTROL OF STANLEY COMPANY

\$5,000,000 Represents Largest Individual Investment

With the Stanley officials denying any reports that the Fabians were seeking control of the Stanley Company of America, with a possible tie-up with Fox, observers around Philadelphia believe that the recent election of Si Fabian as Vice-President, and Jacob A. Fabian, Chairman of the Advisory Board, has strengthened the Fabian hold (Continued on page 3)

AUSTRALIAN CHAIN SEES AMER BOYCOTT

Hoyts Theatres, Ltd., of Australia have entered a protest against a boycott established by American film exchanges in Australia because of the running of an all-British film program recently in Sydney.

George F. Griffith, Managing Director of the Circuit, claims the American interests have arranged their contracts so that practically every American film coming to Australia in 1929 should be given only to exhibitors who did not show British films.

The Hoyts chain have purchased \$500,000 worth of films from the British Dominions Films Proprietary, Ltd., and assert they are forced to deal direct with producers in New York for additional product, through the home-bau.

Kennedy Sails Aug. 18th

Joseph P. Kennedy leaves on August 18th on the "Ile de France" for a trip to Europe. Mrs. Kennedy will accompany him.

Nation-Wide Buying Strike ---Selling Season Delayed

KOHNER LAEMMLE REP. SAILING FOR GERMANY

Following the recently announced engagement of Mary Philbin, Universal star, to Paul Kohner, comes word that Carl Laemmle, president of the Universal Pictures Corporation, has appointed him personal representative.

Kohner is scheduled to arrive in New York this week on his way to Germany, where it is expected his new duties will keep him about a year.

KENNEDY-1st NAT'L. MOVE STARTS HUGE COMBINE

With the announcement of control of First National management passing to J. P. Kennedy and associates, belief is strengthened in film circles that a huge combination is in process of formation, to include First National, the Stanley Company, Keith-Albee-Orpheum, Pathe, FBO, Warner Brothers and RCA.

Back of such a combination are the banking interests of Chase National Bank, Blair & Company, Jeremiah Milbank, and Goldman Sachs & Company.

There is also reported information leading to the Warner affiliation in this group, through a dicker

being made by Keith-Albee-Orpheum for Warner Brothers Vitaphone specials, to strengthen the K-A-O picture lineup for next season.

Previously announced product to play the K-A-O circuit, such as Pathe, FBO, Paramount and M-G-M still left much to be desired on the new style of box-office talking-picture successes, the Warner specials being probably considered the biggest draws of any of the product already booked, and being therefore greatly desired to bolster up the program.

Sam Morris, Warner Distribution Chief admitted there was talk of a deal but there was nothing set, and that the company would sell its product to anybody who wanted it. Many of the K-A-O houses are being equipped now with Movietone and Vitaphone apparatus as well as RCA Photophone.

STANLEY-MARK STRAND OPENS UTICA SEPT. 1

The new Stanley Theatre in Utica, N. Y., the million and a half dollar latest addition to the Stanley Company of America chain, will have a grand opening on or about September 1st, with a possible postponed opening on Labor Day.

The theatre will be a Stanley-Mark Strand house equipped with the latest Movietone and Vitaphone apparatus and a symphony orchestra, and will seat 3,500 people. A definite policy for the house will be announced within a few weeks. This (Continued on page 2)

Rosshiem Denies Bruce Johnson Resignation

David Rosshiem, on his return to England stated to the press that the report of Bruce Johnson leaving First National Pictures as European Director.

PHONOFILM FLOATS \$2,500,000 ISSUE

By SAM HARRIS "Today's Cinema"

LONDON—The De Forest Phonofilm may shortly be acquired by a new company to be known as the British Talking Pictures, Ltd., which will be headed by I. W. Schlesinger of the South African Trust.

A \$2,500,000 stock issue will be floated. On the board with Schlesinger will be Harold Holt, managing director of Phonofilms, C. F. Elwell, Sir Geo. Hamilton, H. J. Hill, W. W. S. C. Neville, A. N. S. Sandman and A. J. Stevens.

Schlesinger will bring a number of Phonofilm productions to America.

Schenck Flies to

Moscow Confabs

BERLIN—Joseph M. Schenck after attending Reinhardt's festival of the theatre in Salzburg boarded a plane for Moscow on Friday, where he will confer with the Soviet Film authorities on a film exchange.

Block Coming East

Ralph Block, Pathe Production chief is making a flying trip East and should arrive today. He will confer with Joseph P. Kennedy on his future affiliations.

6 MONTHS W.E. SALES TOTAL \$130,508,000

Sales of \$130,508,000 were reported by the Western Electric Company for the first half of 1928, a gain of \$8,092,000 over the same period of 1927, when sales were \$122,416,600. Sales in the second half of 1927 totaled \$131,308,000.

Uncertainty Holds up Contracts — Lower Rentals Sought

Exhibitor organs throughout the country report a general backwardness in the season's buying, mainly caused by uncertainties over the sound situation.

In the Southwest, L. K. Dent of Dent Theatres has gone to Europe and left the buying until his return. H. B. Robb of the R & R Circuit is marking time and does not know (Continued on page 2)

DAILY REVIEW

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Harvey Day wonders what will become of all the prohibition officers when the country is again safe for the Democrats . . . William LeBaron crossed up a couple of days ago so we'll have to apologize for saying he came here with Joe Kennedy; he gets in this week if there is no further cross up . . . Oscar Price, according to word from the coast, has his new company all set and has started his first production for the State Right market . . . A. S. Kirkpatrick, general manager of Educational, is spending a vacation on his own farm over in Jersey, and who wouldn't be a farmer . . . Murray Korman, artist, thinks "Elmer Gantry" is a pretty good show, but all he saw of it was the pictures he painted for the lobby display . . . Pat Garyn says Eddie MacNamee is practicing up on looking tired and work out with another vacation in mind, but Pat says he, himself, is a better actor . . . Bert Angeles, old time Vitagraph director but now staging a stage show at Trenton, is being dickered with by several companies to direct sound pictures . . . Harry Hirshfield will keep on springing that "America, I Love You" stuff until someone else will forget it's Harry's and use it . . . John Humm, treasurer of Pathe, sent out last week —or rather the Humm household at Baldwin, sent out a neat little mid-get card, tied with pink ribbon and bearing the words "Frances Elizabeth Humm, Aug. 4th, 1928 and that means, well, you know . . . E. W. Hammons who has been ill since his return from abroad, has fully regained his health and is back at work with his accustomed vim . . . Sam Denbow is another of these birds who thinks vacation can only be found in the dictionary . . .

Broadway Theatres

WINGS—Criterion. Paramount production. Fifty-third week. Again takes an upward swoop.

THE SCARLET LADY—Embassy. Columbia production. Opens Tuesday night with Lya de Putti in the title role.

THE TERROR—Warner. Warner Bros. production. A Vitaphone special having its premiere Wednesday night.

THE RED DANCE—Globe. Fox production. Eighth week. Steady business.

LOST IN THE ARCTIC—Gaiety. Fox production. Third week. Doing well.

WHITE SHADOWS IN THE SOUTH SEAS—Astor. M-G-M production. Third week. Proving a big attraction.

LILAC TIME—Central. First National production. Second week. Starts in as a money-maker.

THE PERFECT CRIME—Rivoli. FBO production. Second week. Getting its share of Broadway's attention.

THE PATRIOT—Rialto. Paramount production. Opens Thursday night. Stars Emil Jannings.

FOUR SONS—Roxey. Fox production. First time at popular prices.

GLORIOUS BETSY—Strand. Warner production. Held over second week.

JUST MARRIED—Paramount. Paramount production. With Ruth Taylor.

THE MYSTERIOUS LADY—Capitol. M-G-M production. So popular it will remain for a second week.

FORTUNE'S FOOL—Cameo. German-made. Louis T. Rogers distributor. Emil Jannings has the lead.

HAROLD TEEN—Hippodrome. First National picture. From the comic strip.

Nation-Wide Buying Strike —Selling Season Delayed

(Continued from page 1)

when he will negotiate. Col. H. A. Cole, buyer for Federated houses, announces that September 1st will be early enough for him. A. B. Mo-mand has not any purchases for his Enterprises and in addition has complained to distributors that he has not been getting a fair break in product in his towns.

Around Milwaukee, practically no product is being sold, as sound equipment is not available and exhibitors are holding back refusing to be forced to buy before seeing how the land lies.

In the Seattle territory, there has been a cessation of buying for the same reasons and the M. P. Record of Seattle states "Certainly we are not breaking our necks to buy this year for we don't know what there will be to buy. Different announcements come out day by day concerning synchronized product and why should we get excited until they get set for the season. Frankly, exhibitors do not know what to do right now and are marking time."

Stanley-Mark Strand Opens Utica Sept. 1

(Continued from page 1)

theatre will be in direct opposition to the Schine circuit in Utica.

Leading officials of the Stanley Company of America will attend the opening with Moe Silver, general manager of the chain, leading the aggregation. Motion pictures of the opening will be made by the Stanley-Educational Division.

Hollywood Previews

"SHOW PEOPLE"

A M-G-M Production

Director King Vidor

Cast Marion Davies

William Haines, Dell Henderson, Paul Ralli, Tenen Holtz, Harry Gribbon, Sidney Bracy, Polly Moran.

Undoubtedly "Show People" will be a hit, and without another doubt, the cause lies at King Vidor's feet. Again he has shown what a director can do with a simple tale, may even with a threadbare tale. He has turned it this way and that and made it shine anew. Audiences everywhere will eat it up because it is about the cinema capitol; and because it catches glimpses of many famous celebrities of the screen; and because its principal members are all A-1 players; and because it contains innumerable laughs. Marion Davies, always the comedienne, is of course much better in her lighter moments; in fact, she completely overshadows William Haines. The supporting cast all do exceedingly well. First class photography, titles and continuity throughout.

"THE RIVER WOMAN"

A Gotham Production

Director Joseph Henaberry

Cast Jacqueline Logan,

Lionel Barrymore, Chas. Delaney, Mary Dugan, Sheldon Lewis, Arthur Thalasso, Frank Howard Clark, Jimmy Quinn, Harry Todd.

Gotham again goes to bat and knocks out a fast one in "The River Woman". It is well produced and should make any exhibitor happy. Jacqueline Logan plays the part of the "river woman" to perfection, if there be such a thing. Charles Delaney also walk away with a good part of the acting honors. There are just a few scenes that impress one as being rather improbable from that type of person, and we can't tell whether it's the script of Henaberry that's at fault here.

"SALLY'S SHOULDERS"

An FBO Production

Director Lyne Shores

Cast Lois Wilson,

Edith Chapman, Lucille Williams, George Hackathorne, James Mason, Huntley Grodon.

While this only rates as a program picture, it is high up in its class. The settings and background to the story are attractive and Director Shores has packed the picture full of box-office essentials. Lois Wilson is far more appealing in the scenes where she serves dinners than in the night club hostess role. Lucille Williams who plays "Millie" is worth watching. She struts some of the swellest stuff we've seen in an age. The end of the picture goes the way of all good movies with the heroine saving the family honor, etc., and winning the hand of the gal. In a picture of this sort, the titles should be much more powerful.

"CLOUD DODGER"

A Universal Production

Director Brice Mitchell

Cast Al Wilson

Gloria Grey, J. Pat O'Brien and others.

Full of thrills and actions both in the air and on earth, this flicker is so confused in getting to full speed, that if its story was meant to be secondary, it certainly was and more than that, for the thing became so confused, at times we forgot who was chasing whom and why. We do know there was the eternal triangle with characters Williams, Sylvia and Stanton forming, the three points, and finally with Williams and Sylvia at one and Stanton becoming a negative quantity. Al Wilson certainly worked hard and the others didn't have cinch roles either.

"WOMEN THEY TALK ABOUT"

A Warner Production

Director Lloyd Bacon

Cast Irene Rich,

Audrey Ferris, Claude Gillingwater, William Collier, Jr., Ander Randolph, John Miljan.

This is a Vitaphone production which doesn't rate as a special. To be sure it is entertaining. And although there are times when the voices don't register so well, the talking picture is now in a place where it will draw the crowds regardless of its perfection. Claude Gillingwater gives a very striking performance, and while Irene Rich is submerged by a not very important part, she is sincere and always at ease. Both these players voices record well. The play itself is a melodrama with plenty of comedy relief.

"ORPHAN OF THE SAGE"

An F. B. O. Production

Directed by Louis King

Cast Buzz Barton,

Annabelle Magnus, Bill Patton,

Frank Rice, Tom Lingham.

Lots of human interests stuff carried through by two youngsters, Buzz Barton and Annabelle Magnus. Here's a picture your patrons will enjoy, and even if you're not a big house, you ought to be able to sign this up for not too much money. Buzz is a great little rider and natural actor too. This story of the pioneer west is well shot by Cameraman Nick Musuraca.

"THREE RING MARRIAGE"

A First National Picture

Director Marshall Neilan

Cast Lloyd Hughes,

Mary Astor Alice White, Law-

ford Davidson.

A picture that has competent players, a good director and careful production. Yet it flops. The words "three ring" in the title furnish the note for the background—circus life, but for all that the romance and glamour of the "big top" is missing. The script undoubtedly tied the hands of the director and we must say, the stars didn't appear to very good advantage in their wild western outfits. The comedy furnished by a couple of midgets is in the most part good and new humor. Cutting won't do this film any harm.

"DEVIL'S APPLETREE" T-S TALKIE

Elmer Clifton Gets Direction—Harry Carr the Story

By JOE BLAIR
Hollywood Correspondent

One of the big announcements of the week was issued by Tiffany-Stahl, and is to the effect that they will get into the talkie-movie swim by making a huge special to be directed by Elmer Clifton, and having to do with life in the jungles of New Guinea.

Sound effects, such as the cries of tigers, the beating of the tom-toms by the natives, the rendering of native songs, etc., will be introduced.

Patsy Ruth Miller and Malcolm MacGregor are to be co-featured in the leading roles.

Report is to the effect that Harry Carr is writing the story, in collaboration with Elmer Clifton. The tentative title, I hear, is "The Devil's Appletree."

Turnbull Returns to P-F-L Shortly

On August 15th when Paul Bern, formerly with M-G-M, steps in at Pathe as a production supervisor, Hector Turnbull, walks out, and in all probability returns to Paramount.

Ralph Block and William Siström are not affected by Bern's new affiliations although Block may announce a change in N. Y.

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STUDIO GOSSIP

Herman J. Mankiewicz has been assigned by Paramount to title "Take Me Home", Bebe Daniels' picture.

Alexander Korda, the Hungarian director, will handle the megaphone on Milton Mills' next First National picture.

In "The Air Legion", an FBO production in which Ben Lyon will star, Martha Sleeper and Tony Moreno will be featured.

Clinton Lyly has been added to Ramon Novarro's M-G-M starring picture "Gold Braid". He will be remembered as the gentleman gangster in "While the City Sleeps".

One of Hollywood's importations who will not be "shot" is Slavko Vorkapich who comes from Jugoslavia. He is a noted continental artist and has been added to Paramount's staff of artists in the special effects department.

In synchronizing "The Awakening", Sam Goldwyn will use three old marching songs of the German cavalry.

From the way the scenario department over at the Paramount studios is digging around for material for Gary Cooper, it is evident that the company realizes his box-office value.

Huntly Gordon has been signed by First National to play one of Corinne Griffith's leading men in "Outcast". Gordon has been out of films for about a year, going into the hosiery business at that time.

Sydney Bracy will have the job doing the comedy relief character in "Sioux Blood", Tim McCoy's next for M-G-M.

Paramount has been indulging in extras in great numbers for many of their recent pictures, but when it comes to filming "Interference" it will be the first production in years, in which no extras will be employed. Pity the poor extra!

Leni Signed

Paul Leni has renewed his contract with Universal. This was announced by Carl Laemmle, president, upon completion of "The Last Warning".

Fabians Seek Control of Stanley Company

(Continued from page 1)

on control of the company.

"The National Exhibitor" reports that the Fabians are the largest individual stockholders in the company, their interests amounting to \$5,000,000, and that Jacob Fabian's voice has been raised many times during the past year in protest against policies with which he did not agree.

Opposing any attempt at control by the Fabians is a strong line-up composed of the Mastbaum interests, Rossheim, McGuirk and Sablosky.

Gilda Gray to Star in B.I.P. "Piccadilly"

After negotiations with many big Hollywood stars, including Pola Negri, British International Pictures have secured the services of Gilda Gray, the blonde star of "Aloma of the South" to star in "Piccadilly" which A. E. Dupont is directing.

Miss Gray will probably start filming at Elstree this week.

Frederick Signed

Pauline Frederick who had arrived in Hollywood, has been signed by Warner Bros. for "On Trial", the sensational stage hit of several years ago.

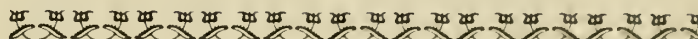
"The Shakeup" First McBride Picture

The James S. McBride Productions has entered the field to produce pictures at the Manhattan studio in New York. James S. McBride, head of the company, is a Wall street and real estate operator.

Sidney M. Goldin will handle the production end and direct the first picture to be known as "The Shake Up" with Suzanne Tell of the "Greenwich Village Follies" in the lead.

Menjou's "Private Life"

"His Private Life", a screen original by Ernest Vajda, has been selected by Paramount as Adolphe Menjou's next vehicle. Kathryn Carver, will have the feminine lead.



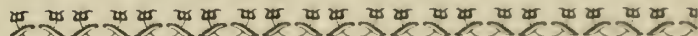
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A CADDO Production Released by Paramount

It's the same story

EAST

WEST

NORTH

SOUTH

"'The Racket' makes a motion picture play of really worthwhile proportions, and I advise the film patrons of this town to go without delay and see a motion picture actor playing sensibly and with fine, dignified control in a story which seems almost to fit him in every detail. It is a pity that so able a performer as Mr. Meighan does not find more often the opportunity to show what he can do."

—Quinn Martin in the *New York World*.

"Mr. Meighan does his best work in several years in 'The Racket,' and proves again that he is a realistic actor without a rival."

—John S. Cohen, Jr., in *New York Sun*.

"The high mark for melodramatic aspirants to shoot at."

—*New York Times*.

"'The Racket' is one of the best of the crook films."

—Harrison Carroll in *Los Angeles Herald*.

"'The Racket' is Thomas Meighan's best film in many a day."

—*Cleveland News*.

"A corker. Mark it down as one of the best of the underworld films that are flooding the market. A Class A attraction."

—*Film Daily*.

"A good story plus good direction plus a great cast is responsible for another great underworld film. Thomas Meighan has his best role in years."

—*Variety*.

"Thomas Meighan has regained his pristine halo due to his wonderful showing in 'The Racket.'"

—*Duluth Herald*.

"Thomas Meighan is presented in the most logical and picturesque role of his screen career in 'The Racket.'"

—*Bangor, Me., Commercial*.

"One of the outstanding stories of the year."

—*New York Evening Post*.

"Splendidly entertaining. Keen, acrid, truthful, speedy."

—*New York American*.

"Lines three deep in front of the Paramount Theatre on hottest day of year!"

—*Harrison's Reports*.

"There's a great picture, 'The Racket,' at Loew's State this week."

—*New Orleans States*.

"Out of the maelstrom of underworld pictures there has come one splendid picture, 'The Racket.'"

—*Louisville Times*.

"Best picture that ever played Paramount Theatre since it opened. One of best pictures of year!"

—*New York Journal*.

"For sheer entertainment, gripping and absorbing, this picture may be heartily recommended."

—*New York Mid-Week Pictorial*.

"More genuine than 'Underworld.' Best Meighan in five years."

—*New York World*.

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 37

New York, Tuesday, August 14, 1928

FIVE CENTS

OBSERVATIONS

"Stupendous Productions"

It has been forcibly brought to our mind lately, how many pictures miss out entirely for the paradoxical reason that producers attempt to make "stupendous productions" out of them, when in reality, if they had stuck to their original yarn and photographed it in that form without forcing on it "big sequences", mobs, tremendous sets, etc., etc., the results would have been very much better. In retrospect we can name many pictures which were and always will be truly great in entertainment and box office value, which relied on no big scenes (in the sense of mob or money) for their success. The reason for this is undoubtedly that their producers realized they had a great story, and what's more—stuck to it.

Something Always Happens

In almost every case where producers, given a story acknowledged to be a "corker", an immediate rush is made on the scenario department with the request to write in a cabaret scene, a war sequence with thousands of soldiers, or scenes with big mobs and sets to show "production". And something always happens. A good story, unless the added scenes are vital to its development, needs no embellishment to become a great picture. We will never be able to understand why some producers insist on taking away all the value of a story or play they have paid good money to produce, where their whole success were gained on that basis. Is there a reason? If so what is it?

Great Successes

The great successes of the past have never been dependant on big scenes, stupendous sets or lavish expenditures. Who remembers the war scenes of "Seventh Heaven"? They were few and merely incidental. The simplicity and beauty of its story made the picture great. In the hands of some other producers this might have become another war "spectacle" with a love theme running through it—or perhaps a "Flaming Youth in a Garret".

Others

Beginning with "Broken Blossoms", many great and simple pictures come to mind, nearly all of which have been re-issued from time to time, proving the utter

(Continued on page 2)

"FOUR SONS" IN ROXY DEBUT SHOWS RECORD-BREAKING POWER

FRENCH EXHIBITORS NEW MAGNA CHARTA

PARIS — The French exhibitors have drawn up a new Magna Charta and presented it to the distributors and renters, for future guidance of their relations in the industry.

The demands include provisions for calculating the percentage split on bookings based only on net receipts, and no minimum is to be fixed; the suppression of block booking which deprive exhibitors from giving due place to French films on their programs; all films trade-shown to be released in less

(Continued on page 4)

WEATHER HELPS FINE BROADWAY BUSINESS

"Street Angel" led the film receipts for the week on Broadway doing \$113,371 in its fourth and last week at the Roxy. The Paramount followed with \$74,700 on "Forgotten Faces"; the Capitol took in \$69,006.05.

The Rivoli did \$31,500 with "The Perfect Crime"; the Rialto played to \$19,700 with "Loves of an Actress"; "White Shadows" at the Astor did \$19,549.50. "Lilac Time" took in \$14,554.50 in its first week at the Cen-

(Continued on page 4)

Schenck-Sovkino Deal for Lloyd Films

MOSCOW—Joseph M. Schenck has made arrangements with the Sovkino for the admission of a number of Harold Lloyd pictures into Russia. Negotiations are on for the admission of other United Artists films.

M & S File Misrepresentation Affidavits in I.M.P.E.A. Case

GALA WORLD PREMIERE ON JANNINGS FILM

When Emil Jannings in "The Patriot" opens at the Rialto next Friday night with a Gala Premiere, for critics and society folk, all seats will be reserved and sold at \$3.00 each, with the exception of the first ten rows and the balcony, which are cheaper.

"SCARLET LADY" IN 2-A-DAY AT EMBASSY

"The Scarlet Lady" makes its world premiere at the Embassy Theatre tonight and will remain for an indefinite stay. Lya de Putti is starred in the picture.

The picture which is based on the Russian revolution was directed by Alan Crosland and also members in the cast such names as Warner Oland and Don Alvarado.

L. A. CRITERION OPENS NEW POLICY AUG. 16

Harold B. Franklin, president of West Coast Theatres, announces that the Criterion Theatre, Los Angeles, would reopen on Aug. 16, and would play a long run policy at popular prices. Among the attractions already booked are: "Street Angel", "Wings", "Wedding March", "King of Kings", "The Patriot" and "Lost in the Arctic".

Short talking subjects, the first of which will be William Fox's "The Family Picnic" will be used. The Criterion is to be known as the banner long run popular price West Coast theatre.

P-F-L Dividend

At a meeting held yesterday, the Board of Directors of the Paramount Famous-Lasky Corporation declared the regular quarterly dividend of \$2 per share on the common stock, payable October 1, 1928 to stockholders of record at the close of business on September 7th, 1928. The books will not close.

Over \$51,000 Taken in—Reserves Called Out to Handle Mobs

Exceeding the expectations of the entire Fox Film organization, the picture "Four Sons" which opened Saturday at the Roxy Theatre for a two-week run, and which will be extended caused the calling out of the Police Reserves to handle the enormous crowd of 52,800 people who stormed the doors of the theatre on Saturday and Sunday.

\$51,400 was taken in over the week-end, breaking all world records for receipts, as well as for attendance.

(Continued on page 4)

ZUKOR GETS "SOUL OF FRANCE" FOR U. S.

Paramount Famous-Lasky Corporation has acquired the rights to distribute the French picture, "The Soul of France", for the United States and Canada, it was announced yesterday by Adolph Zukor.

The picture, which is the first ever to be made on the actual battlefields of the Great War, will be synchronized with music and sound effects and will be distributed in the next group of Paramount productions.

"Distribution of 'Soul of France' in America," said Mr. Zukor, "is a striking example of the manner in which our company intends to cooperate with the French film industry."

Clayton Sheehan Sails

Clayton Sheehan, manager of the foreign department for Fox Film Corporation, sailed last week for Europe on his annual tour of continental film centers. He will be abroad until the middle of October.

VIRGINIA CENSORS TO ENFORCE DIALOGUE O.K.

RICHMOND — Following the recent decisions of the New York, Ohio and Pennsylvania Censors Boards to review all talking films, the Virginia division of motion picture censorship has announced a new ruling whereby it is required that producers must supplement the film with a script of the dialogue or song, when the reels are submitted.

Mayer & Schneider yesterday filed further affidavits with Judge Crain in the Supreme Court, giving additional reasons why the I.M.P.E.A. injunction plea should not be granted.

The substance of their argument is that facts were misrepresented to them by the Secretary of the organization, when they joined the Sapiro group, in that there were not as many members in the group at the

(Continued on page 2)

DAILY REVIEW

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hempstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—David Loew has become interested in aviation, the construction, not the flying end claiming his attention . . . Joe Kennedy after adding First National for five years to his collection of picture companies, will sail for Europe on next Saturday and will have a chance to think it all over for a month or two . . . Jack Cohn has departed hence, leaving Joe Brandt flat while he takes over Harry Cohn's job to give that hard worker a vacation . . . Herman Robbins just back from a two weeks' vacation on a golf course, has some interesting stories of the good golf he shot . . . Toby Gruen says Herman Robbins is such a wild golf shooter that he loses balls on the putting green . . . Chester Beecroft, who has been hibernating for a long time past at Cosmopolitan studios, emerged long enough yesterday to take lunch with Hopp Hadley at the Astor . . . Moe Finkelstein, after having disposed of a lot of First National business, issued a challenge to Jack Alicote for a golf game and looked as though he meant it . . . Hal Hodes says he has to blow back on Broadway about every so often in order to let people know he is still in the film business . . . Harry Reichenback arrives this morning on the Isle de France from a summer abroad and a reception committee headed by Al. Feinman is meeting him at the dock . . . Eddie Ruben, of Finkelstein & Ruben, is here from Minneapolis and is stopping at the Hotel Warwick . . . Artie Stebbins has joined the no-hat brigade and there are those who assert that the departure really puts him in the class of handsome young men . . . Howard Deitz is one of the industry's best young tennis players and doesn't often get trimmed unless he takes on Arthur Loew, or some other warhorse of the game . . .

CLEAN UP "U" CHAIN FOR FALL SEASON

Joe Weil, director of advertising and exploitation of the Universal Chain Theatrical Enterprises, Inc., has sent out a timely warning to theatres in the chain to prepare for the coming season and for Greater Movie Season.

Weil advises exhibitors to clean up old product, double-features which are on the shelves or which they will have to pay for, and to use them for extra attractions.

They are also advised to clean up the electrical displays in front of the theatre; remove the Ice and Cooling Signs and all summer decorations and replace them with Gala Movie Month or Greater Movie Season signs.

"Street Angel" Opens New Fox Brooklyn

The Fox-Brooklyn Theatre will have its grand opening on September 1, the initial picture being "Street Angel." The theatre is under direction of William Fox and will have presentations dissimilar from those on the Roxy programs.

"Lilac Time" in Chicago

CHICAGO—"Lilac Time" opened at the Roosevelt Theatre on Sunday and is due to break all records for the house in the first week of its extended run, according to G. L. Sears, manager of First National Exchange.

Nordisk-Svenska Merge

BERLIN—The financial crisis of the Nordisk concern may be settled by a tie-up with the Svenska Film Company, and it is generally anticipated that the two big Scandinavian film companies will join hands. Svenska taking over the assets and liabilities of Nordisk.

OBSERVATIONS

(Continued from page 1)
nonsense and waste in trying to "paint the lily", and the value of letting a good story stand on its merits. On the list we find "Tol-able David", "Over the Hill", "One Glorious Day", "Ruggles of Red Gap", "Broadway After Dark", "Woman of Paris", "Marriage Circle", "The Dark Angel", "Lady of the Night", "Big Brother", "Grand Duchess and the Waiter", and the simplest and greatest of all on the way—"The Patriot". It is sad but true, when the overhead unnecessarily goes up, the box-office receipts usually go down.

WILKERSON

Fox Producing

English Films

"Little Miss London" will be the first of four British Productions made for the Fox Film Corporation in England by British Instructional Films, Ltd.

Marie Ault who appeared in "Dawn" is in this one.

Schine Chain Meets

A meeting of the stockholders of the Schine Circuit was held in Gloversville, yesterday, to take action on dividend declaration.

Warner Climbs Higher

Warner Stock climbed 7 points yesterday on the Exchange to a new high mark of 84 for the year. The Class "B" also gained 2½ points on the Curb.

TEXAS M.P.T.O. BANS NON-MEMBERS CASES

DALLAS—Backing up their recent stand on arbitration for the reason that the M.P.T.O. of Oklahoma has repeatedly demanded the right to have the arbitration claims of its members heard in Oklahoma, the M.P.T.O. of Texas, whose members sat on the Arbitration Board in Dallas last week refused to hear a claim of Tiffany-Stahl against Marvin Woolridge of Altu, Oklahoma, for selling his theatre without having the contracts assumed by the buyer.

The suggestion has been made that another board will be constituted by calling in exhibitors who are not members of the M.P.T.O.

Margolies in Charge of Roxy Publicity

During the vacation absence of Martha Wilchinski, head of the Roxy Theatre Publicity Department, her assistant Bert Margolies will have charge of the department for two weeks.

"Carmen" in Sound

LONDON—Louis Blattner who controls the Concordia Sound Film Corporation, will make "Carmen" as his first talking picture, at the Ideal Studios in England. The picture will start September first and will be ready for release in Nov.

UFA Official Here

Mr. Kurt Huber, who has been on a fifteen month trip around the world and recently appointed a member of the UFA board of managing directors, is now in New York visiting Mr. F. Wynne-Jones, president of the UFA Films, Inc. in the United States.

M & S File Misrepresentation Affidavits

(Continued from page 1)
time, as was claimed.

Herbert Ebenstein yesterday maintained that this was contrary to common knowledge; that Mayer & Schneider were very active workers in organizing the association, were on the film purchasing committee and attended all Board of Directors meetings and only balked when the time came for the payment of dues pledged.

He further asserted that the case against M & S will be pressed stronger than ever and that a number of big distributors were awaiting the outcome of the case, standing ready to commence booking picture with the I.M.P.E.A. if the injunction is granted.

Outside of M & S, Ebenstein claims that all other members of the organization have decided to stick and have voted a substantial organization fund to carry on the association budget and to make up the deficit of persons who have not paid dues.

Further I.M.P.E.A. affidavits answering M & S will be filed with the court by Wednesday.

MORRIS SETS SEPT. WARNER RELEASE

Release dates for four Warner Bros. productions with which the company will open its 1928-29 season were announced this week by Sam E. Morris, General Manager of Distribution. These pictures are available in two versions—with or without Vitaphone.

"State Street Sadie" is to be released August 25th; on September 8th will come "Women They Talk About"; "Caught in the Fog" will have its first showings on September 22nd and "The Midnight Taxi" is listed for October 6th.

MacDonald on Talkie

Ex-Premier Ramsay MacDonald of England will shortly appear in the talking films, having been screened at Hampstead by the British Acoustic people.

Clark and McCullough

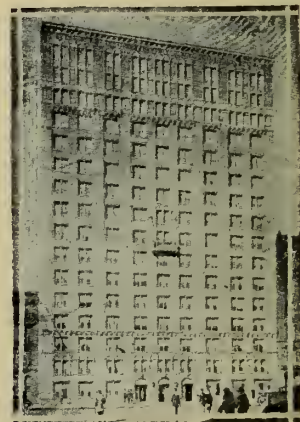
Clark and McCullough, famous comedians, are at the Paramount on the screen and in sound during the run of "Just Married" this week.

The short feature which has already played on Broadway at advanced prices is "The Interview" and is considered one of the best of the short talkies produced to date.

Offer Rewards

PITTSBURGH—Theatre owners of three states in session here, have offered rewards for stink bomb throwers in local picture theatres.

THE OGDEN



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NEW YORK'S NEWEST APARTMENT HOTEL
between Central Park and the HUDSON RIVER

Delightful homelike atmosphere. Inviting and Quiet—within a few minutes of Everything in New York City, and a complete Golf Course on Roof.

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Furnished or Unfurnished
Permanent or Transient
Excellent Food—Moderate Tariff

Endicott 3333

Operators Face Stiff N. Y. State Battle for Additional Booth Men

VANDER VEER-RUCKER TO FILM BYRD DASH

Willard Vander Veer of the Paramount Newsreel New York staff and Joseph Rucker of the San Francisco staff have been chosen by Emanuel Cohen as the two photographers who will accompany Richard Byrd on the South Pole Expedition.

Paramount Famous-Lasky Corp., have the exclusive rights to the pictures and will make a feature presentation of the expedition on the screen.

Radin Books Stanley Wash. for Gotham

Matty Radin, Eastern Sales Manager for Gotham Productions has booked "United States Smith" for Stanley Crandell's Metropolitan Theatre, Washington, D. C.

This is one of the outstanding Super De Luxe houses of the Stanley Circuit.

Scott Conferring

William Scott, FBO's representative in Australia, is visiting New York for a few weeks to confer with Ambrose S. Dowling, manager of FBO Export Corporation on sales and distribution.

New Helm Pictures Company Formed

The Helm Pictures Corporation of Whitestone, L. I., has been formed to engage in the motion picture business, with 125,000 shares of preferred stock and 3,750 shares of common.

Arlington Pictures

A new \$100,000 motion picture company has been organized in Manhattan called the Arlington Pictures Corporation.

Pathe Shingle Out

Pathe Exchange are hanging out the old shingle again in front of 35 West 45th Street, where the entire organization was formerly housed. Within a few weeks the remaining offices and personnel at 1560 Broadway will be back at headquarters again.

Warner-Vitaphone

Brooklyn Plant Busy

Two sound stages will shortly be installed in the old Vitaphone-Warner Bros. studio in Brooklyn, where Vitaphone short subjects will be produced.

All Vitaphone feature work will be done in Hollywood.

"House of Shame" to Be Available Aug. 15

Lon Young's Chesterfield Production just completed "The House of Shame" was directed by Burton King and features Virginia Brown Faire.

"The House of Shame" will be available for exchanges and exhibitors by August 15th.

C. C. Bradley, head of the New York State Public Safety Division has indicated he does not favor the plea of the Syracuse Motion Picture Operators Union for the installation of two operators in every projection booth in the state.

Efforts to involve the authorities in the controversy will be of no avail, states Bradley, who declares there is nothing in the building code which require the employment of two operators in the booth at the same time.

Lichtman Has Four

U. A. Synchros Ready

Synchronized prints on United Artists product will be ready with August 25th release of "Tempest" according to Al Lichtman. The picture will be heard in its new version on August 18th at the Rivoli in New York.

Other prints ready in September will be "Battle of the Sexes" and "The Woman Disputed," as well as "Two Lovers," all synchronized by Dr. Riesenfeld.

Celebrate Gaumont

30th Anniversary

LONDON—During the week of September 13th, the 30th Anniversary of the Gaumont Company will be celebrated. The company was commenced in 1898. A sales drive leading up that week is in progress under the leadership of W. J. Gell, Joint Managing Director.

Early Promoted

Stephen T. Early, formerly with Paramount in Philadelphia has been recalled to New York by Emanuel Cohen and will be placed on the Editorial staff of the Paramount Movietone Newsreel. He was with the Associated Press years ago.

New Color Process

A new British color process called British Polychromide will be shown at the Cameo Theatre this week by the Film Arts Guild. A number of subjects in color will be shown, which combine the four major and primary colors.

Horen in Town

Sidney Horen, Fox Supervisor of the Central American countries is in New York and will return shortly for a four-week trip to Porto Rico.

Bowes Appoints Emmet

Major Edward Bowes has appointed Joseph K. Emmet as General Manager of the Capitol Theatre. Mr. Emmet was, at one time, a well-known stage star but for the past five-and-one-half years he has been manager of the State Theatre.

FBO Closes Comerford Circuit 100% Booking

James Safron, manager of the FBO exchange at Philadelphia, sold FBO's 1928-29 product 100% to the Comerford Circuit of Pennsylvania, covering 94 first run houses in that state. This is the biggest sale of its kind in the history of FBO.

*Where the Moving Picture
Industry Is Moving!*



Film Center Building

44th Street · NINTH AVENUE · 45th Street

THE FILM CENTER BUILDING is scheduled for completion in December... yet six of the largest concerns in the industry leased large units in July!... *first*, because it brings about that CONCENTRATION characteristic and necessary in every industry... *second*, because it obviates that congestion which is specially inimical to the distributing end of the film industry... and *finally*, because the Film Center Building is built to order for the safe and efficient handling of films.

Fireproof storage vaults on every floor.

Basement shipping platform with ramp to street.

Special projection and inspection rooms.

Whole floors of 18,000 square feet.

Smaller units to suit individual needs.

Moderate rentals and low insurance.

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FILM CENTER, INC., Builders... ABE N. ADELSON, Pres.

FBO HAS SEVEN IN PRODUCTION

Peak of Schedule Reached on Half Way Mark

By JOE BLAIR
Hollywood Correspondent

Seven new films are to be placed in production this week at the Hollywood studio's of FBO. This marks the peak of the second half of the program for the season of 1928-29.

Ben Lyon will be featured with Martha Sleeper and Antonio Moreno in "The Air Legion". Bert Glennon directing. Marceline Day, Owen Moore and Rex Lease will appear in "Stolen Love" with Lynn Shores directing. Seena Owen and Tom Moore will begin work in "The Last Haul" with Marshall Neilan handling the megaphone. Tom Mix will start in a couple of days on his second FBO picture, "The Drums of Araby" being directed by Robert DeLacy. Bob Steele, has already started on "Come and Get In" a story of the prize ring. Wallace Fox is directing. Jerome Storm is to direct Buzz Barton in "The Freckled Rascal".

Gropper Play Sold

Announcement has just been made by Winfield Sheehan, vice-president of Fox Films, that Fox has purchased "Through Different Eyes," a three-act melodramatic novelty by Milton Herbert Gropper, which won success on the New York stage. The play is an adaptation of a story by Edna Sherry. Gropper is the author of "Ladies of the Evening," and co-author of "We Americans."

Smith to Open Theatre

Wallace Smith, screen writer and author, plans the opening of an European Cinema patterned after a small picture house in Paris known as "Studio 28".

SHOWMAN WANTED

Experienced in management of theatre and exploitation of high class feature picture. Must be capable of putting picture across in a big way and able to invest at least \$5,000.00. Write stating references. D 11 Room 1210, 36 West 44th St., New York City.

Classified Advertisements

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FOR SALE

200 REELS OF FEATURES, DRAMAS, Western, Comedy, Scenic and International News. Lists free. Box 31, Exhibitors DAILY REVIEW.

WANTED

WANTED—TWIN 5-FOOT TYPHOON fan, in good condition, for cash. Box 101, Exhibitors DAILY REVIEW.

BUSINESS OPPORTUNITIES

WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

COLUMBIA NATION-WIDE \$5,000 STORY CONTEST

Columbia Pictures Corporation announced this week a \$5,000 Title Story Contest to tell the fan public about "The Perfect 36" Columbia Pictures for 1928-29 and the theatres playing them. The contest closes December 31. Winners will be announced next March.

H. B. Warner Heads

"Stark Mad" Cast

The next Vitaphone special to be started at the Warner Studio will be "Stark Mad" by Jerome Kingston. J. L. Warner has selected for this thrilling adventure story an all-star cast.

H. B. Warner, Louise Fazenda, and Jacqueline Logan will head the lineup and others featured will be Henry B. Walthall, Claude Gillingwater, Warner Richmond, Andre Beranger, John Miljan and Lionel Belmore. Lloyd Bacon has been named to direct.

Fox Talking Plant

Nearing Completion

The huge Movietone plant being erected at Fox Hills for Fox talking productions, is being rushed to completion. It will cover almost half of the 40 acres of the Westwood plant of Fox Productions. The cost will go well over \$1,000,000.

Harry Cohn to Europe

Harry Cohn, Columbia production head, has left Hollywood for a contemplated European trip via New York.

"Four Sons" in Roxy Debut Shows Record-Breaking

(Continued from page 1)

ance, an average of \$1 per person being reached whereas 80c represented average intake over Saturday and Sunday heretofore.

The figures given here exceed those of "What Price Glory" for a similar period, which had held the world record for attendance and receipts up to now.

A feature of the program was the Movietone speech of Herbert Hoover which appeared on the screens of Broadway on Sunday afternoon, less than 24 hours after it was delivered in California.

The Movietone negative of Mr. Hoover was rushed to New York by an airmail plane, reaching here late Saturday night. A staff of men at the Fox Movietone laboratory worked all night developing and printing the film which carried not only the likeness of the Republican candidate but also his words. Prints were read for showing Sunday afternoon at the matinee performances at the Roxy, Globe, Gaiety, Astor and Strand theatres and will continue to be shown throughout the week.

Mr. Hoover made his speech for Fox Movietone News in advance three days ago at Palo Alto, setting up a practice for the talking news reels similar to that which has always been used in giving newspapers advance copies of speeches.

STUDIO GOSSIP

Eddie Clayton, who was last seen as the German ace in "Lilac Time", has been signed by Al Christie to appear in a series of comedies to be known as "Confessions of a Chorus Girl".

Leatrice Joy, has deserted the studio's temporarily. She has signed to become Edward Everett Horton's leading lady for the stage play "Mary's Other Husband". It will open at the Vine Street Theatre, Hollywood, next week.

Virginia Valli, has been signed by Columbia for the leading feminine role in "The Street of Illusion".

Al Rogell has just returned from location. While away he put the finishing touches to two Ken Maynard pictures, "The Glorious Trail" and "Cheyenne". Both Charles Rogers productions to be released by First National.

Emmett Flynn, long with Fox, has returned to that organization after an absence of three years. He will have Lia Tora, the Brazilian beauty, in his first picture, as yet untitled.

Ewart Adamson, well known screen writer, has returned to the Fox lot after an absence of five years. Ewart use to knock them out for Dustin Farnum and Buck Jones in the early Fox days.

Nancy Carroll, will sing two songs, in her next Paramount picture. Both have been written by Victor Schertzinger. They are "Gotta Be Good" and "Another Kiss".

Everything is all set for Tom Mix's second FBO picture, "The Drums of Araby". Robert DeLacy will direct and Sally Blane will have the female lead.

Jane Winton has been cast for one of the leading feminine parts in the Douglas Fairbanks picture "The Iron Man".

Stan Laurel and Oliver Hardy have been working in a grave-yard location for their new picture "Habeas Corpus".

Buddy Rogers will follow his present picture "The Charm School" with "The Two Shall Meet".

Tom Geraghty, scenarist, has finished the script for "Synthetic Sin" for Colleen Moore and has started another for John McCormick, "The Richest Girl on Earth" which will be made shortly.

Paramount plan to make one, two and three reel subjects in sound. This will be bad news to a lot of exhibitors, as three reel subjects have always caused a lot of headaches.

Jacqueline Logan has been signed by Columbia for their forthcoming production "Driftwood" a story by Richard Harding Davis. Christie Cabanne will direct it.

Fox has bought "Through Different Eyes" by Milton Gropper and has plans of making this with Movietone.

EMMETT FLYNN RETURNS TO FOX FILMS

Emmett Flynn, who made many box office successes for Fox Films in 1925, 1926 and 1927, has been resigned by Winfield Sheehan, vice-president of Fox Films to direct a production which will feature Lia Tora, Brazilian beauty who was signed by Fox some time ago after she had won a beauty contest at Rio de Janeiro.

French Exhibitors

New Magna Charta

(Continued from page 1)
than three months after trade showing.

Other demands include the suppression of blind booking, making it impossible to release a film if it has not been trade shown; successive pre-release runs to be limited to Paris boulevard houses and standardization of posters.

Delegates of the renters and producers have assured the exhibitors they will cooperate in every way.

Weather Helps Fine

Broadway Business

(Continued from page 1)
tral; "Lion and the Mouse", \$14,023.25 at the Warners in its last week. "Wings" at the Criterion played to \$12,440; "Red Dance", \$8,205 at the Globe; "Tempest", \$8,022 in the last week at the Embassy; "Lost in the Arctic" did \$4,102, and "Woman of Paris" and "Caligari" at the Cameo, \$4,253.

\$2,000,000

—and how the Hotel McAlpin is spending it.

An improvement program that will make the McAlpin a NEW Hotel—inside and out . . .

Luxurious NEW carpets, draperies and furniture throughout—bright, cheerful, interior decoration—spacious, IMMACULATE rooms, all with modern tiled baths—high-speed, electric, self-leveling elevators—and a NEW type of courteous, efficient hotel service that enthruses the most critical guests.

We invite you to visit the McAlpin and inspect the NEW rooms—several of which are already completed.

All improvements are being effected without the slightest interruption of service.

FRANK A. DUGGAN
President and Managing Director

HOTEL McALPIN

ONE BLOCK from PENNA. STATION
B'WAY at 34th ST.

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 38

New York, Wednesday, August 15, 1928

FIVE CENTS

OPERATORS' SCALE TO BE MET IN N. Y.

Local No. 306 Submits
Reasonable Increase to
Theatre Owners

Leaders of the T.O.C.C. and the I.M.P.E.A. met with the officials of the Operators Union Local 306 yesterday to discuss a new agreement between the operators and the theatres, to take effect after the expiration of the old contract on September 1st.

While a small increase in the wage scale of both silent and talking picture operators will be asked the attitude on both sides was a very friendly one, the Union officials being reported in a very reasonable and lenient attitude toward the exhibitors.

A typewritten schedule of wage rates will be submitted to the theatre owners and a further meeting for final action is to take place shortly.

PATHOTONE NEW RCA SYNCHRO FOR TRI-STATE

CLEVELAND — The Pathotone, RCA Corporation device which Pathe is installing, will be used by the Tri-State Motion Picture Company, a local commercial company, in the production of sound pictures.

The pictures will be made, printed and developed in the Tri-State laboratory, industrial films making wide use of the talking films, it is expected. A film is now being made for the National Electric Lamp Association.

SAX ENROUTE TO COAST TO SPRING SOUND PLAN

Sam Sax, President of Gotham Productions, who has been East for the past month conferring with Budd Rogers, Vice-President, on the firm's production and distribution plans for the coming year, left yesterday on the Twentieth Century for his return to the Coast.

Before leaving town Sax stated: "Negotiations for synchronizing Gotham pictures have been practically completed. A specific announcement on this will be forthcoming shortly.

"The company is at present in its most enterprising and prosperous condition. When I return I shall immediately put into work several more productions for release on the 1928-29 program, which will inaugurate the most active production period in Gotham's history."

GERSHWIN OFFERED \$100,000 FOR EXCLUSIVE FOX MOVIE TONE

State-Lake Gets B & K Fox Overflow Specials

CHICAGO—J. R. Grainger on his recent trip through Chicago closed a deal whereby all Fox pictures not played in Balaban & Katz loop houses will play the Orpheum Circuit's State-Lake theatre for first-run loop showing.

Marks Brothers still retain their protection for second run showing of Fox pictures out of the Union Loop. The B & K McVickers and Roosevelt have exclusive first-run privileges.

"COHENS AND KELLYS" ALL IN ATLANTIC CITY

ATLANTIC CITY, N. J.—Production starts here tomorrow on the third of the "Cohens and Kellys" series. "The Cohens and Kellys in Atlantic City." The entire company making this film arrive in Atlantic City from California today to make scenes on the actual locations of the story. The climax of the story is pictured here, and many of its colorful sequences have the beach and boardwalk as their locale.

A beauty contest at this seaside resort in conjunction with the film, may be staged with the entrants, judges and onlookers which the contest is certain to draw, being incorporated in the actual motion picture. (Continued on page 4)

Reisman in Chicago

Phil Reisman, General Sales Manager of Pathe is in Chicago for a mid-west sales trip.

New P-F-L Common to Sell at 45 After 3-1 Split-Up

DIRECTORS SET SEPT. 26 FOR P-F-L STOCK SPLIT

The Board of Directors of Paramount Famous Lasky Corporation has selected September 26, 1928, as the date for concluding arrangements for the proposed split-up of the common stock on a three-for-one basis. Certificates may be surrendered to the Transfer Agent at any time thereafter.

"DARLING OF THE GODS" SHELVED BY U. ARTISTS

Schenck Returns from Russia Friday—Carewe to Confer with Him

Edwin Carewe and Dolores del Rio will not produce the "Darling of the Gods" at this time, it was learned yesterday, due to the fact that its production cost would run into too much money.

United Artists may shelve the picture until some future date. Carewe is awaiting the return of Joseph M. Schenck, who is expected back from Europe Friday, to discuss the picture with him. Carewe has not decided what his next picture will be for United Artists but will know after the Schenck conference.

The producer and Dolores del Rio sail for Europe the end of this week and will not return until Christmas time to the United States.

Brill Building Big Staten Island House

Sol Brill, President of the Isle Theatrical Corporation has commenced construction of the largest theatre in Richmond County, N. Y. It will cost \$1,500,000 and will seat 3,200. It will be located in St. George, S. I.

Stromberg Back

Hunt Stromberg, Metro-Goldwyn-Mayer producer, arrived back in New York yesterday on the Ile de France, after a six-week European trip.

Composer May Accept and Sell Rights to "Rhapsody in Blue"

George Gershwin, has been offered \$100,000 by Fox-Case Movietone to write an original full-length musical comedy, exclusively for the talking film company.

Gershwin yesterday admitted receiving the offer but said he had not signed yet. If he does, he will commence writing the Movietone score immediately.

He also admitted that he had received offers from three different companies of \$50,000 for the talking picture rights to the "Rhapsody in Blue" but would not accept any offer until he had made up his mind definitely which recording system was the best.

The noted composer claimed that his royalties on a musical comedy for the legitimate stage would amount to over \$100,000 but it would have to be a big hit, and these are few and far between.

He feels that if he enters the new field, it will be a great departure for him and a fine opportunity for other musical writers, but he will not desert the legitimate stage altogether.

Davis Drops Stanley Subsidiary Post

A. S. Davis, director of theatres of the Stanley Davis Clark Corporation, Pittsburgh subsidiary of the Stanley Company of America has resigned his post effective this week.

Davis was formerly general manager of the Rowland & Clark organization.

50-50 in Cleveland

Keith and Loew will split Paramount and First National Pictures on a 50-50 basis hereafter in Cleveland.

Fox product being set in all of the Keith houses puts at rest the rumor that Fox would build a first-run in Cleveland.

Broda Trick Job

Marjan F. Broda is producing a trick miniature film to be embodied in "Man Power" stage play being put on by Myron C. Fagan in New York on August 26th.

The film dream sequence will be used in the third act and will be shot through transparent tapestry from back stage.

(Continued on page 4)

Victor Hugo's *The* **M**
Who Laugh

A Marvelous Attraction in its Silent Form,

TREMENDOUS

with
Movietone
Synchronization!

**A Laemmle
Super Production**

Incomparable **w i t h o u t**
sound—words cannot tell
of its greatness *with* movie-
tone! The senses are stag-
gered. The thrills are doub-
led by adding **h e a r i n g** to
sight!

Starring

CONRAD VEIDT and MARY PHILBIN

with Olga Baclanova, Caesar Gravina, Brandon Hurst,
George Siegmann, Sam De Grasse, and Stuart Holmes.

A PAUL LENI PRODUCTION

Members of Motion Pictures Producers and Distributors of America
—WILL H. HAYS, President.



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and now

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"Admirable
work is done . . . by
Olga Baclanova."

—N. Y. Eve. Sun

" . . . the fascinating Olga
Baclanova particularly is brilliant
as the Duchess."

—N. Y. Herald-Tribune

"In the playing of Olga Baclanova,
an unfamiliar blonde of dis-
tinct gifts, there is a sugges-
tion of extraordinary
ability."

—N. Y. World

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Paul Lazarus watches the progress of the new Motion Picture Club so closely that the workmen there think he is an inspector . . . Harry Cohn is due in New York this week on his way to Europe for a vacation with a bit of business thrown in on the side . . . Milton Simons has been appointed special representative of the sales department of Universal and will travel the east and middle west . . . King Fisher, all dolled up in special scenery — spats, cane 'everything' — dropped over from New Jersey yesterday to give Broadway a sartorial treat . . . Al Selig, general factotum of Tiffany-Stahl, who has been ill for the past week or so is better and back on his job . . . Victor Shapiro says he wouldn't walk a mile for a Camel but he did for Camilla Horn when she arrived on the Ile de France, which is a rather punk pun, say we . . . Lon Young, now a west coast producer, is preparing to move the family, and all his other larses and penates (whatever that means) to the coast to stay . . . Bill Underwood, theater man of Texas, is in New York looking over the new pictures and other things . . . Cecil Maybery, general sales manager of Columbia Pictures, hopped in from Chicago, to attend the premiere of "The Scarlet Lady" at the Embassy last night . . . Nat Rothstein is a hard guy to get these days, he's so busy buying trunks, hand baggage, et cet and other things for his trip abroad, which begins Sept. 31 . . . Matty Radin, sales manager of Gotham Pictures, is back from Washington where he sold 'em big and plenty . . . Norman Deming, business manager of the newest Cohens & Kellys, was in New York yesterday conferring with Nat Rothstein and other Universal officials . . . Jim Brennan, Keith manager in Trenton, breezes into New York once a week to book his shows and to check up on Pat Garry's crop of new stories . . .

"Submarine" Columbia Hit

Typical Undersea Holt Vehicle Outscores "Blood Ship"

By JOE BLAIR
Hollywood Correspondent

Columbia has a "wow" in "Submarine". Coming on the heels of "The Scarlet Woman" this production is going to make a lot of the big boys stand up and take notice and plenty of that. It is a better picture than "The Blood Ship" and that is saying a lot. Contains plenty of thrills. Has an excellent cast headed by Jack Holt, Ralph Graves and Dorothy Revier.

Several exhibitors invited to the pre-view in the studio were overheard assuring Studio executives that they would add additional playing time to the dates they had already set in, in anticipation of a capacity business, which they were convinced "Submarine" would pull at the box-office.

FBO Lists 6 Synchronos

Six talking pictures have been scheduled by FBO Pictures Corporation on its 1928-29 program. The six pictures which will have musical, talking and sound accompaniment are all specials, and include "The Perfect Crime" already completed and now in its second week at the Rivoli Theatre, New York; "The Hit of the Show," "Taxi 13," "The Circus Kid," "Gang War" and "Blockade".

The RCA Photophone is being used for the synchronization of FBO pictures. Complete interchangeability of sound films made by Movietone and Photophone processes has already been achieved, according to a recent statement issued by David Sarnoff, president of RCA Photophone.

Milestone to Paramount

Lewis Milestone has been loaned to Paramount by Caddo Productions to direct "Burlesque". Cast is being selected and with all indications of the coveted role of the "hooper" going to Johnny Hines. Production will start within two weeks.

"Mystery Rider" Finished

The final scenes of "The Mystery Rider" one of Universal's new serials has been completed. Jack Nelson was the director and the cast included Derelys Purdue, Tom London, Bud Osborne, Walter Shumway, Slim Corbett and Jack Shannon.

New P-F-L Common to Sell at 45

(Continued from page 1)

On a basis of the selling price of the present stock, the new shares will appear around 45, with earnings running at the rate of \$5.00 a share. The present shares gained 2 points on the Exchange yesterday and closed at 135½.

In connection with the buying of Paramount it was intimated that du Pont interests were taking a long-pull position, predicated on the company's plans regarding "pictures in sound." Display advertisements announcing Paramount's activities in this field gave impetus to the advance of the stock.

Coast Song Hit

Everybody is humming and all the orchestra's, out Hollywood way, are playing the new song hit, dedicated to Renee Adore, the M-G-M featured player. It is titled "Adoree, I adore you."

To Make Mormon Film

A new producing organization by the name of Pioneer Film Corp., has been organized backed by Salt Lake capital, to make a picture dealing with the history of the Mormon's. The picture will be made in and around Salt Lake and will be titled "The Exodus of the New World". Marie Prevost will have the lead and the direction will be in the hands of Ray Johnston.

"The Woman" for Fox

Winfield Sheehan has always contended that the criminal court records in New York concealed more real story material than perhaps any other source. As a result he sent Sidney Lanfield, Fox writer to New York with instructions to dig out a good yarn from these records. The results will be seen in a picture, tentatively titled, "The Woman" soon to go into production. Lanfield and Douglas Doty have been assigned to write the screen play. It will be directed by Irving Cummings and will have Mary Astor and Ben Bard in the leads.

Warner's Stock Rise

Causes Enthusiasm

Most all of Hollywood have realized a handsome profit on the rise of Warner Brothers stock. This includes the big market players among the film people and the nickel and dime boys on the lots.

It has proven a bonanza to quite a few. One property man on the Warner Brothers lot, either through a tip, or through his own judgment is all smiles and tells all who will listen that he cleaned up \$11,000 on a very small investment.

Billie Dove's Next

Billie Dove's next First National production will be "30th Day of October". (That title will not stick.) It is an original story by Lajos Biro and will be adapted by Winifred Dunn. Lloyd Bacon will direct.

Talmadge "Retakes"

Norma Talmadge is still at it making retakes for her latest United Artists production "The Woman Disputed". Gilbert Roland, as usual, has the male lead opposite Norma.

"Cohens and Kellys"

All in Atlantic City

(Continued from page 1)

The company, under the direction of William J. Craft, consists of George Sydney, Vera Gordon and Kate Price, who will again play their accustomed roles of Mr. and Mrs. Cohen and Mrs. Kelly respectively. Mack Swain as Mr. Kelly, Cornelius Keefe as young Kelly and Nora Lane enacting Sadie Cohen.

STUDIO GOSSIP

Wallace Beery is finally to return to dramatic roles. He has been assigned a very important part in "The Case of Lena Smith" to be done by Paramount with Esther Ralston in the lead. It is to be directed by Joseph von Sternberg with John Loder, the Lasky English importation playing opposite Miss Ralston.

Everybody out at Universal is quite enthusiastic regarding Elena Aristi, the Greek beauty, recently signed by that organization.

Now Paramount is going to call it "The Conqueror". When first made by C. B. DeMille it was "Male and Female" and when they decided to remake it they were going to give it its original title of "The Admirable Crichton". Richard Dix and Florence Vidor will have the leads formerly played by Tommie Meighan and Gloria Swanson.

We hear that Paramount have abandoned their contemplated production of "Dirigible".

William Cody, has finished his Universal production "Eyes of the Underworld". Leigh Jason directed it. Sally Blane, Arthur Lubin and Harry Tenbrook were in the cast.

Milton Sills has finished "Hard Rock" at the First National studio's. Thelma Todd, William Derarest, Wade Boteler, Yola D'Avril and Sylvia Ashton were in the cast.

Barbara Kent, James Murray and George Kotsenaros have been added to the cast of "The Shakedown" which is being directed by William Wyler for Universal.

William Seiter, has finished shooting on "Waterfront" a First National picture starring Jack Mulhall.

Theodore Roberts is the hit out at the Pathe studio working in "Ned McCobb's Daughter". Other players in the cast are Irene Rich, Robert Armstrong and Carol Lombard. William Cowen is directing it.

"Paddling Co-Eds" the latest Collegian Universal two reeler has been completed. Nat Ross directed. George Lewis and Dorothy Gulliver have the leads.

Ralph Block is going to make a flying trip to New York, leaving this Saturday.

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DAILY REVIEW

EXHIBITORS

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Reg. U. S. Pat. Off.

VOL. 24 No. 39

New York, Thursday, August 16, 1928

FIVE CENTS

OBSERVATIONS

606,356

The most remarkable business ever known to the amusement world as a whole was experienced (and enjoyed) at the Roxy Theatre for the four weeks ending last Friday. The house played to 606,356 people in that length of time with the Fox picture "The Street Angel". To say that it is remarkable is only touching the surface. It is astounding, it is —, you figure it out.

Proving

All of which goes to prove a lot of things. First and foremost, "The Street Angel" is an unusually big box office draw. It broke every record for this tremendous house, topping "What Price Glory" by many thousands. Another proof, summer or winter if you have the attraction in a theatre made comfortable, even though it be by artificial means, you will get the gang. The weather during this period was exceedingly hot, day after day, but the Roxy always maintained a temperature, by means of its ice cooling system, that was completely satisfying to its patrons.

Other Theatres

What Roxy has done, can be done in any theatre in proportion. Of course this big house is in a class by itself. But large or small in big towns or villages, if you give them the right attractions and make your theatre comfortable, you will get the crowd and this being done the worry will be shifted to your competitor. Poor pictures, unattractive and poorly ventilated theatres, does not merit and will not "get" the crowd. And this goes for Oskaloosa, Oskosh, Portland or Atlanta.

"Scarlet Lady"

Columbia Pictures are stepping out and have a winner here. De Putti's work is probably the best she has done to date in American films, but the director has over-done her close-ups, and permitted a trifle too much over-acting. Warner Oland, Otto Matieson and Don Alvarado stand out. The production cost while large for this company was justified and the picture will make satisfactory grosses.

WILKERSON

Fox-Warner-M-G-M Outbid Field for Box-Office Names

30 MOVIE TRUCKS FOR HOOVER FILMS

Plans for showing Hoover campaign motion pictures in thirty towns a day from late this month until the election were announced today by the Republican National Committee.

Two motor busses equipped with projection machines and screens, in addition to loud-speaking apparatus, are being brought here from Greensboro, N. C., for inspection by (Continued on page 2)

HONOR SMITH IN T-S DOUBLE SALES DRIVE

The Tiffany-Stahl sales force has designated August as a month in which to hold a Collection and Play Date Drive in honor of E. J. Smith, general sales manager.

It has been due to the efforts of Mr. Smith that the country is now blanketed with Tiffany-Stahl branches, numbering twenty-eight in the United States.

The present exchange system is giving Tiffany-Stahl the biggest National representation in its history.

Dowling Sails with J. P.

Ambrose S. Dowling, manager of FBO Export Corporation, leaves New York on August 18th on the "Ile de France" for an extended tour of Europe in the interests of foreign sales and distribution.

Injunction Up Today

New Affidavits Filed

The injunction plea of the I.M.P. E.A. against M & S comes up again today before Judge Crain. The Sapiro attorneys yesterday filed additional affidavits answering charges of the theatre circuit that they were misinformed as to the membership of the association.

"The Patriot" in Gala

Rialto Opening Today

Emil Jannings' latest Paramount starring production which has been in work for almost a year, and has just completed record synchronization, will make its world premiere tonight at the Rialto Theatre.

The theatre has been closed all week, while renovations were being made.



EDWARD J. SMITH'S Tiffany-Stahl organization honors leader with special August drive

MUSIC FEDERATION COMPLETES SURVEY

Finds Talkies No Menace—Weber O.K.'s Week-to-Week Work

The American Federation of Musicians has completed its nation-wide survey on talking pictures and finds the menace less threatening than supposed.

Joseph Weber, Pres., finds that it is unlikely that injury to music and (Continued on page 2)

KENNEDY SET TO SAVE \$4,000,000 SALES COSTS

If J. P. Kennedy sets about reorganizing the distributing systems of Pathe, FBO and First National, on his return from Europe, which procedure was foretold in Exhibitors Daily Review 10 days ago, it is estimated that there would be an annual saving of \$4,000,000.

The present cost of operating the (Continued on page 2)

Paderewski Reported Signed by M-G-M for \$150,000

The merry war has started and no musician of prominent note is safe these days from staggering offers being thrown around by Fox and Warner Brothers and even Metro-Goldwyn-Mayer Corporation, who were yesterday reported to have signed Ignace Jan Paderewski to make a series of three sound shorts for \$150,000.

Other prominent artists having been approached by Fox, Warners (Continued on page 2)

WINTER GARDEN LEASED TO WARNER

Vitaphone Gets New Broadway First-Run—"Singing Fool" Sept. 1

The first-run situation on Broadway will become a trifle hotter starting September 1st, when the Winter Garden, Shubert musical-comedy house, where Al Jolson made all his famous stage successes, joins the list of first-run pictures with Vitaphone.

Contracts were closed yesterday between H. M. Warner and J. J. Shubert whereby Warners take over the Winter Garden on a long lease for the exhibition of Vitaphone talking pictures, the first of which will be Al Jolson in "The Singing Fool." This run will be followed by other big Vitaphone specials.

Shubert partly leased the house to Vitaphone because of their regard for Jolson and his work for that company. The theatre will be wired within three weeks.

Paramount up 3½ on Rush for Split-Up Stock

In view of the fast-approaching time for the P-F-L 3 for 1 stock split-up, investors are hurrying to secure all the available shares. The stock yesterday jumped 3½ points to a new high of 135 and may reach 150 by the time the stock is exchanged.

Warners gained 2½ points on the Exchange; 1½ points on the curb.

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Joe Blair, West Coast Representative, 12555 Tamarind Avenue, Los Angeles (Phone Hemstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Frank Buhler made his final Tuesday appearance here as a Stanley man from Philadelphia, he will be here other Tuesdays as a Stanley man from Pittsburgh . . . Nat Rothstein has sacked Bob White, Universal's Philadelphia exploitation man, onto the job of seeing that the Cohens and Kellys are making a picture in Atlantic City . . . Tim Leahy, erstwhile Beau Brummel, was in New York yesterday from his country home on Long Island, preparing to re-open his city apartment . . . Martha Wilchinski, the demon press agent of the Roxy, is vacationing and everybody wishes Martha a great time wherever she is and whatever she is doing . . . Ambrose Dowling, FBO foreign manager, is entertaining the company's Australian representative, William Scott . . . Joe Brandt says he feels like he is in the show business, getting the Ambassador ready for the opening of "The Scarlet Lady" . . . Joseph Schenck is due to start home next week from Russia, Germany, France and other barbarian seaports . . . Joe Deitch, who has been part of Paramount's purchasing department down south, has been transferred to the home office, with offices at the Crossroads of the World . . . Paul Benjamin, one of the active members of the initiation committee of the A.M.P.A. used to be a Gob and has sold the boys the idea of holding the ceremonies on a boat . . . Harry Wilson, Hollywood entrepreneur extraordinary, will chaperone Mr. and Mrs. Jack Dempsey on their European tour and is in New York completing arrangements . . . Herman Robbins, after dallying with his golf clubs for two vacation weeks, has decided to take his driver to a professional to have its face lifted . . .

Butterfield-Fitzpatrick and McElroy Circuits Book Pathe

SWIFT PICKS TWO NEW VITAPHONE MANAGERS

Paul J. Swift, general sales manager of Vitaphone, this week announces the names of the managers of the two new Vitaphone branches to be opened in Philadelphia and Dallas.

The new Vitaphone branch in Philadelphia, which will be at 1219 Vine Street, will be under the management of George Lees. Division Manager N. J. Aires will also make his headquarters in the Philadelphia office.

C. D. Touchon, former Warner Bros. branch executive, has been made manager of the New Vitaphone branch in Dallas.

Other additions and transfers in the Vitaphone sales personnel are as follows: Harry Danto, former field representative in the Pittsburgh and Cincinnati territory has been transferred to Chicago as division manager, with supervision over Chicago, Milwaukee, Minneapolis and Omaha. A. W. Weinberger has succeeded Mr. Danto in the Pittsburgh and Cincinnati territory.

Fox-Warners-

M-G-M Outbid Field

(Continued from page 1)

and Metro, in the war to outbid each other for big names with box-office draw, are Fritz Kreisler, John McCormick and Jascha Heifetz.

George Gershwin has received a \$100,000 offer and may accept the Fox Movietone proposition to write an original musical comedy score.

Richard Herndon, producer in the legitimate field is dickering with Fox Movietone for the services of Alan Dinehart and Claibourne Foster for talking pictures.

The producer may dispose of nine plays he controls either to Fox or Warner Brothers.

Whether the offers that are being made are justified and will prove its value at the box-office is uncertain and probably no object with the producers, just so long as they have advertiseable names on talkies that will draw the crowds against competition, and there is no telling where the grabbing will end up in.

Music Federation

Completes Survey

(Continued from page 1)

musicians will be long-lived and he has instructed members of the Federation to continue doing synchronization work but only on a week-to-week basis.

Weber found that 300 houses were wired for talkies at present and that many houses are clamoring for the devices would not get them this year. "A talkie feature which as a silent picture would rent to a theatre for \$250 is now getting \$1,000 while a worth-while talking short is held at \$350.

Pathe sales executives continue to line up circuit bookings, the latest being the Butterfield and the Fitzpatrick and McElroy houses, reported by Short Subjects Sales Manager Harry Scott, who returned yesterday from a sales trip to Detroit and Buffalo.

Henry Zapp, Pathe branch manager in Detroit has closed an important deal with the two circuits for features and short subjects.

"The King of Kings" will play important houses in the Detroit territory, E. C. Beatty, General Manager of the Butterfield and Fitzpatrick and McElroy circuits arranged to play the Big Cecil B. DeMille production day and date in all the important towns of these circuits on release dates.

George W. Trendle of the Kunsky Circuit closed for a number of features and short subjects in addition to booking "The King of Kings" for first run in Detroit starting either on Sept. 22nd, or 29th.

Kennedy Set to Save

\$4,000,000 Sales Costs

(Continued from page 1)

three exchange systems separately is about \$8,000,000 per year, and a central bureau as contemplated, handling shorts from Pathe, 2nd run features from FBO and first-runs from First National, would make use of one set of salesmen and sales managers, whereas three are now used, and in addition would obviate the maintenance of separate buildings and rentals.

30 Movie Trucks

for Hoover Films

(Continued from page 1)

committee officials this week. One bus will be sent to West Branch, Ia., for the home-coming ceremonies when Hoover visits there August 21. The other will be sent to Providence, R. I., August 23 for the speech of Senator Curtis, his first after his acceptance address. From those towns the busses will be sent on widespread itineraries under direction of the speakers' bureau.

"Lilac Time" Now Set for Sound Aug. 17

Sound synchronization will accompany the presentation of "Lilac Time", the First National special starring Colleen Moore at the Central Theatre, New York, beginning Friday, August 17th, according to an announcement just received from Ned E. Depinet, vice-president and general sales manager. The Western Electric sound apparatus is being used.

The last appearance of the orchestra, which has been giving an effective rendition of Nathaniel Shilkret's "Lilac Time" score at the Central Theatre, will be at the Thursday evening performance.

\$701,376 TOTAL NET CONSOLIDATED PROFIT

Report of Consolidated Film Industries, Inc. for quarter ended June 30, 1928, shows consolidated net profit of \$350,032 after depreciation, federal taxes, etc., equivalent after dividend requirements on the \$2 participating preferred stock, to 50 cents a share on 400,000 no-par shares of common stock, comparing with \$351,344 or 50 cents a share on the common in Preceding quarter.

For six months ended June 30, net profit totaled \$701,376 after depreciation, federal taxes, etc., equal to \$1 a share on the common stock.

Columbia Names New Affiliated Dist. Co.

Columbia Pictures' branch office recently opened in St. Louis will be known as the Affiliated Distributing Company until further notice.

This is to be part of Columbia's own national distribution system, which it has been building up in the last few years.

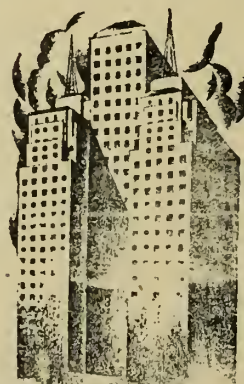
Affiliated Distributing Company will handle all of the 1928-1929 product known as "The Perfect 36."

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Gaumont-British Invades Canada for U. S. Film Entry

The Gaumont-British Corporation of Canada, Ltd., has received a Canadian Federal Charter which empowers the Company to produce, distribute, and present motion pictures throughout the Dominion, as well as buying or building theatres.

The new Company is closely affiliated with powerful British motion picture interests, and this would seem to mark their entry on the American Continent in the various activities of the motion picture industry.

Lieutenant-Colonel A. C. Bromhead, C.B.E., chairman of the Board of Directors of the Gaumont-British Picture Corporation, Ltd., London, England, is president of the new company.

Reginald C. Bromberg, F.C.A., treasurer of the new Company, is also Managing Director of the Gaumont-British Picture Corporation, Ltd., with headquarters in London, England.

Arthur A. Lee is vice-president of the new Canadian Company, and the Managing Director of the Gaumont-British Corporation of Canada, Ltd., is Edward Auger, one of the best known motion picture executives in the Dominion.

The Gaumont-British Corporation of Canada, Ltd., will have its head office at Toronto and branch offices will be opened at St. John, Montreal, Winnipeg, Calgary, and Vancouver. The Company will release from 24 to 30 feature pictures each year.

FIRST PUBLIX MUSICAL COMEDY NEXT WEEK

The Paramount Theatre will deviate from its usual policy in stage shows next week when it offers "Wonderful Girl", a Publix production conceived and staged by Joseph Santley, former star of the legitimate stage who recently joined the Publix production staff.

"Wonderful Girl" is a pocket edition of a legitimate musical comedy with book, lyrics and score by Santley in collaboration with Harry Ruskin, author of numerous musical comedy song hits. Paul Ash and the Paramount stage orchestra will be featured and others.

5-Year Contract for

Lou Serecky at FBO

Louis Serecky, who has been with FBO for three years and has sold stories to the company besides his other production duties, has been given a 5-year contract to act as chief supervisor and assistant to William Le Baron, in charge of productions.

Swenson with News

Joel Swenson of the Fox Publicity has been transferred to the Editorial Department of Fox Newsreel. Mr. Gerould, formerly of Paramount, will take his place.

Frank Pope, well-known publicist and dramatic critic has joined the Fox West Coast Publicity, as a unit press-agent.

METZGER NAMES SIMONS FOR SPECIAL "U" SALES

Lou B. Metzger, General Sales Director at Universal Pictures Corporation, yesterday announced the appointment of Milton Simons as special sales representative of the company.

Mr. Simons is to travel extensively throughout the eastern and middle western exchange territories of Universal on highly specialized sales work.

SPECIAL OPENING SET FOR "GODLESS GIRL"

HOLLYWOOD—Preparations for the West Coast premiere of "The Godless Girl" were immediately speeded up by the arrival of Vice President John C. Flinn of Pathe, who is personally arranging for the opening of the latest big Cecil B. DeMille production at the Biltmore Theatre in Los Angeles on Aug. 20.

An orchestra of twenty-five pieces under the direction of Frederick Stahlburg, who directed the Salzburg festival of "The King of Kings" in Austria last year, will accompany the film.

Hold "Perfect Crime" Over for 3rd Week

FBO's first talkie, "The Perfect Crime" will be held over for a third week, starting Saturday, at the United Artists Publix Rivoli Theatre, New York.

It has met with equal success at the Rivoli Theatre, Baltimore, booked simultaneously with its New York showing, and at the United Artists Theatre, Detroit, where it was booked, without synchronization, for a two weeks' test engagement.

Kennedy Sails Friday

J. P. Kennedy, J. J. Murdock and Pat Casey, all of Keith-Albee-Orpheum executive family are sailing for Europe Friday night on the Ile de France.

Many new K-A-O policies will be settled upon by the trio while abroad.

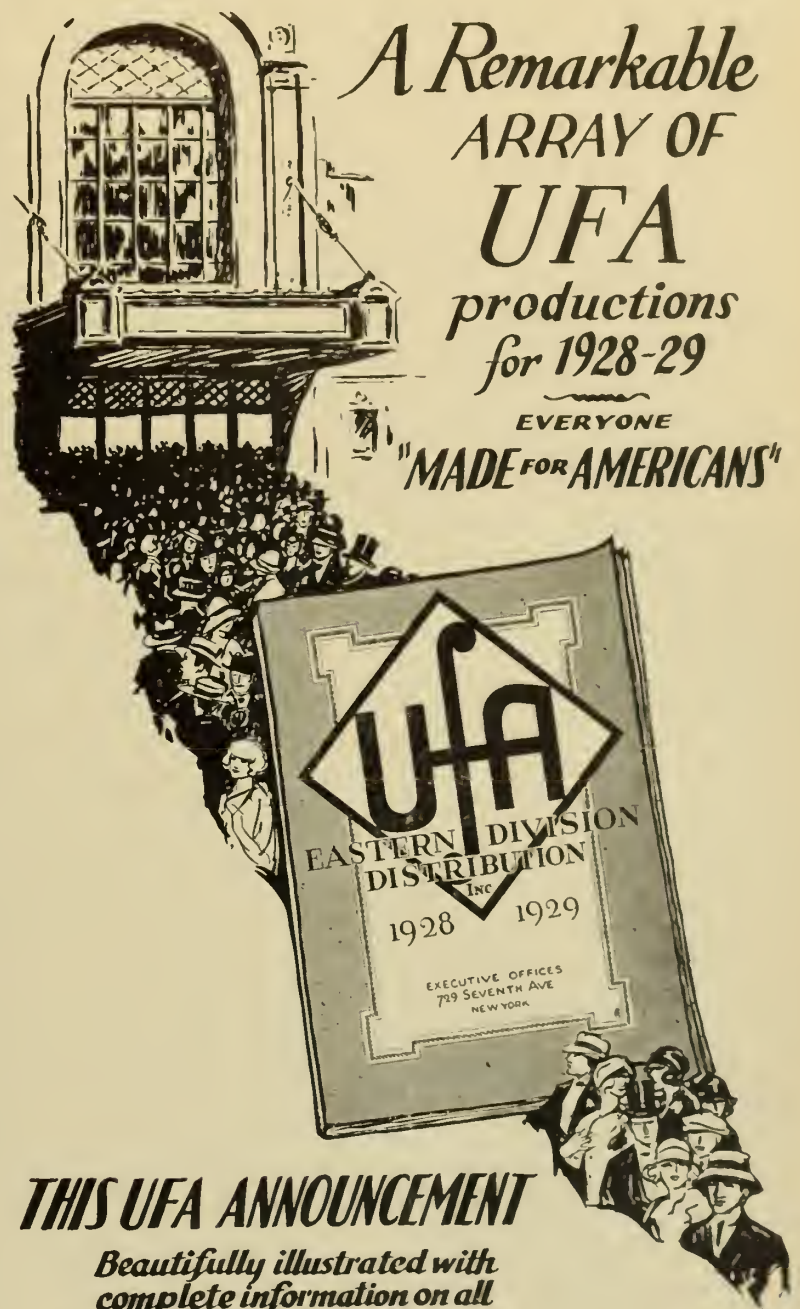
Screentone New Synchro 8 Road Shows to Start

Eight road-show companies of a new talkie device called Screentone are being prepared for an early tour, to play theatres on a percentage basis.

Screentone uses the disc method of reproduction, the apparatus being geared to the projector, as is usual in these devices. A complete film program will be offered.

Macgowan's Father Dies

The trade is considerably grieved to hear of the passing of Eli F. Macgowan, father of Claude H. Macgowan, General Manager of Columbia Pictures Corporation, on August 3rd. The elder Macgowan, a Civil War Veteran, died at the age of 84 at Springdale, Conn.



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FIRST NOVELTY SHORT FOR "U" COMPLETED

Bailey and Barnum on One-Reel Movietone Vaudeville Act

By JOE BLAIR
Hollywood Correspondent

Bill Bailey of the vaudeville team of Bailey and Barnum has just completed a novelty talking film at Universal City. It is produced in the form of a vaudeville act, having monologue and singing, reproduced through the movietone device.

Bailey introduces such songs as "Rollin' Along", "My Mammy", "June Night" and "Canteloupe" in the film, numbers for which he is well, and favorably known on the vaudeville stage. The picture is a one-reeler.

Gus Edwards to M-G-M

Returning to Los Angeles after a trip to New York to confer with Eastern executives regarding sound pictures, Harry Rapf, Metro-Goldwyn-Mayer producer, announced the signing of Gus Edwards, prominent theatrical producer and song writer, who will now play an important part in the production of sound and talking pictures at the Culver City studios.

Edwards will leave New York soon for the coast, where he will devote all his time to the creation of new musical compositions and supervision of scenes in films involving cabaret or musical comedy sequences.

Robertson Signed

John Robertson has been signed by M-G-M on a long term contract to direct for that company. Robertson with his wife Josephine Lovett has been in England for some time, being attracted there by offers to make English pictures, said offers never fully materializing to the extent of him making one picture due to the type of story English producers insisted on doing.

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M-G-M TO USE BOTH RECORDING SYSTEMS

After exhaustive tests, the Metro-Goldwyn-Mayer company has decided upon both disc and film methods of synchronization to use in producing sound pictures.

The Cosmopolitan studios in New York recently were acquired by this company, and are now being remodeled for the use as a sound studio. Here M-G-M will make short entertainment features, utilizing the talent from the vaudeville and speaking stage. No feature pictures will be made here, it is said, except those which would be produced in whole, or in part in New York anyhow.

On the West Coast, the largest stage, entirely devoted to sound synchronization in the world is now being erected at the Metro-Goldwyn-Mayer studios in Culver City, California. Here those Metro-Goldwyn-Mayer pictures which will be partially or entirely fitted with sound accompaniment will be made.

Jackie Hoo-Ray

The first of a series of 12 two-reel Jackie "Hoo-Ray" comedies has been completed at the British Screen Productions, Ltd. Worton Hall Studios. These kid comedies will be comparable to the "Our Gang" comedies produced in the United States, all characters being taken by children.

Daniels in Town

Thomas Meighan is inviting a host of his actor friends in Hollywood to visit him for their vacations at his home in Great Neck, L. I., and the first to take advantage of this is Bebe Daniels who arrived Wednesday in town after a 30-hour flight from the coast.

Stops were made at Salt Lake City, Omaha, Des Moines and Chicago.

Three Vitaphones Done

Warner Brothers will finish three of their new Vitaphone feature length subjects this week. The Jolson picture "The Singing Fool" has left the cutting room. The Fannie Brice Picture "My Man" and the Dolores Costello production "The Redeeming Sin" will be ready for showing in a few days.

"Man Who Laughs"

Universal will show "The Man Who Laughs" with sound, starting today at the United Artists Theatre in Los Angeles for an extended run.

All Sound at Christie

The Christie Studio's it is rumored will close at the end of next week in order that the stages might be sound proofed for the contemplated production of nothing but sound comedies on the part of Charles and Al Christie for their future releases.

Revnes Returns

Maurice Revnes, former Fox Production Executive has returned from Europe after a year's stay abroad. He has made no definite plans as yet.

STUDIO GOSSIP

Betty Bronson, before going to Germany to do a picture for UFA, will make another picture for Warner Brothers. It will be "One Stolen Night" and her second picture for this organization.

Mary Brian has been assigned one of the leading feminine roles in "The Canary Murder Case" to be done very soon by Paramount. Ruth Taylor will be the Canary and other important members are, William Powell and James Hall. Mal St. Clair will direct.

Victor Fleming has returned to the Paramount lot after finishing the most recent Garbo picture for M-G-M. He will start work immediately on "The Wolf Song" with Gary Cooper in the lead. The screen story has been done by John Farrow.

M-G-M are making plenty of offers for the contract services of Rod La Rocque. Mayer wants him and he generally gets what he wants.

The title of Gloria Swanson's next picture for United Artists release has been changed from "The Swamp" to "Queen Kelly". It has been written and will be directed by Eric von Stroheim and is a story of German East Africa.

The Rev. Neal Dodd, widely known Hollywood pastor, has been engaged by First National to act as a technical advisor on the wedding scenes for the Corinne Griffith picture "The Outcast".

Eddie Cline, famous comedy director, turned his attention to a picture with much drama when he directed "Hard Rock," starring Milton Sills for First National Pictures. While there is much comedy, there is also a highly dramatic element and Cline proved his versatility thoroughly.

A "Chester Conklin" mustache isn't the most comfortable thing in the world, and when the comedian is resting between scenes in "The Haunted House" at First National Studios, he removes the hirsute adornment.

"Quickest shave on record," comments Benjamin Christensen, director.

Jacques Rollens has completed the direction of another of the sensationally successful Laemmle Novelties, according to an announcement by Carl Laemmle, president of Universal Pictures Corporation.

This one is called "The Wash Line" and is a novel love story told almost entirely by means of a clothes line and the apparel of the principal characters.

Production of "Ridin' Leather," starring Bob Curwood, has started at Universal, according to an announcement by President Carl Laemmle.

This is one of a series of two-reel Westerns which are being made under the supervision of William

Lord Wright.

Lotus Thompson is enacting the feminine lead.

Joseph Levigard was assigned the direction of "Grit Wins", Ted Wells' next starring Western and has already started production at Universal, according to an announcement from the studio. This will be the seventh Wells picture to be made this year.

Kathleen Collins, who appeared opposite the star in "The Riding Demon" is again cast as his leading lady. Others in the production which is being supervised by William Lord Wright, are Al Ferguson, Buck Connors and Edwin Moulton.

The direction of Edmund Cobb in "Dodging Danger," a two-reel Forest Ranger picture, has been completed by Director Doran Cox, according to an announcement by Carl Laemmle, president of Universal Pictures Corporation.

This is one of a series of thirteen Cobb is making for Universal. Gloria Gray is leading woman in "Dodging Danger."

Seena Owen and Tom Moore will soon start work on "His Last Haul" for FBO. This will be Director Marshall Neilan's second picture for the company.

Joe Farnham, M-G-M title writer is in the hospital recuperating from an attack of the flu and even there, has to be funny. Flat on his back, he's titling Buster Keaton's next picture "The Cameraman".

Nothing is being talked about here but "talkies". Now United Artists has purchased "The Shop" by Alexander Pouskin for an all-talkie. John Considine, Jr. will line up the talent.



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Walter Craighead, Manager
DEARBORN STREET FROM JACKSON TO QUINCY
New Garage One-Half Block

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 40

New York, Friday, August 17, 1928

FIVE CENTS

OBSERVATIONS

"The Terror"

Last night we attended the opening of Warner Brothers second all-talking picture, "The Terror". Realizing that it will be virtually impossible to show this production in any house not equipped with Vitaphone, we must comment upon it only as a "talkie"—not as a motion picture.

Improvement

To one who witnessed "Lights of New York", this mystery melodrama, "The Terror", seems a decided improvement, not only in technique, but from the angles of story and synchronization as well and the dialogue was of a quality not offensive to an adult mind—in fact it was excellent in spots.

Falls Short

Nevertheless "The Terror" even with its very good cast and expert photography, to our mind falls far short of being a good "talkie". We think the fault can be equally divided between the fact that "Vitaphone is still in its infancy"—and some very poor direction. The former accounts for some of the long waits between speeches and the all too obvious "timing"; and also for some of the terrible sounds, supposedly music, emanating from the "sound box".

Direction

We now come to the director (or was it the script?) who allows his characters to first stand grouped in silence, around a companion who has just been severely wounded, without asking a single question or offering assistance, and then to ignore him entirely for a whole reel while another character takes the center of the stage. Handling a situation in this unnatural and stilted manner does not make for smoothness nor even good entertainment.

Entertainment

And speaking of entertainment, the entire play seemed too long, not only in getting started, but in getting finished. No motive was established for the "Terror" himself having been in that particular house, and a great tension was lost in a jumble of "comic" speeches. All this considerably slows down what might have been a very exciting melodrama. From our point of view, having seen several talking pictures, as a consequence of which the novelty has worn off, we find this production greatly lacking in entertainment. There is no question but what it

(Continued on page 2)

NEW RCA-MOSS POOL FOR DISTRIBUTION

Plans are slowly being negotiated for a possible hook-up of RCA Photophone with the independent theatre owners of New York, including the Sapiro and Raives interests, an effort to secure a theatre outlet of over 200 houses for the product RCA contemplates making.

It is rumored that RCA will finance the B. S. Moss Pool of independent theatres in New York, the backers of the pool having tried to raise the necessary financing of their combination in several directions and found RCA in a receptive mood.

GRAINGER CLOSES FOX FOR ENTIRE F & R CHAIN

MINNEAPOLIS—In a deal which will virtually keep Fox from invading the Finkelstein & Ruben theatre field, James R. Grainger and M. A. Levy, Minneapolis branch manager have concluded contracts with E. R. Ruben, for a 100% representation of Fox product over the F & R chain.

While the deal runs into an enormous rental for Fox, it is still more important in that it will delay any Fox theatre construction in the F & R territory, although Fox has accomplished enough key-city outlets for his product for some time to come.

(Continued on page 2)

Offer Victor Bonuses for Advance Synchronos

Eastern producers are making frantic efforts to get their synchronization work done by the Victor Studios in Camden which is booked ahead to next March.

Bonuses and various side offers are being held out to officials at the Studios to get their pictures in ahead of others, but the company has officially taken the stand that there will be no favoritism shown and first come is first served.

The plant is to operate on an 8-hour per day basis hereafter and no overtime.

Wilcox Bringing 3

Herbert Wilcox, British producer will bring three films made for British and Dominions Productions, to America in September. Two of them are "The Scarlet Pimpernel" and "The Bondman".

Eisenstein for U. A.

J. M. Schenck, United Artists head, who arrives shortly from Europe, is reported to have signed with Eisenstein, producer of the Russian film "Potempkin" to make a picture for his company in Hollywood.

ZIEGFELD-ZUKOR AGREE ON SOUND PRODUCTION

75c Admission a

"Perfect Crime"

Note in the "Rivoli Spotlight" Publix House organ. An elderly lady passing the Rivoli Theatre, noticing the price at the cash-box exclaimed: "What! 75c for a Vitaphone picture? Why I think it is a 'Perfect Crime.'"

Editor's Note: "The Perfect Crime", FBO synchronized film is done with the Photophone process, not Vitaphone.

Sapiro-M & S Decision

Delayed by Crain

Judge T. C. Crain yesterday held up decision on the Sapiro-Mayer & Schneider injunction case until late tonight or Saturday. The latest affidavits presented by both sides are under advisement.

SAXE SUES MIDWESCO FOR BROKEN CONTRACT

MINNEAPOLIS — The Midwesco Circuit is being sued for \$58,000 breach of contract by John and Fred Saxe and Oscar Brachman, former owners of the Saxe Theatre Chain, which was sold to Midwesco.

It is claimed the Midwesco com-

(Continued on page 4)

ASK 10% INCREASE

Denver Union Labor Meets Counter Resistance

DENVER—Stage hands in Denver theatre have filed notice with the industrial commission of Colorado for a ten per cent increase in wages. The Denver Theatre Managers Association has countered with a demand of ten per cent reduction. Serious trouble may develop.

The Operators Union anticipate no trouble except in cases where talking apparatus is being installed. They have already signed a new agreement with the Denver, Rialto and Victory Theatres and others.

CENSORS RESIGN IN FIGHT OVER "RACKET"

As a result of the banning of "The Racket" in Portland, Ore., two members of the Censor Board have resigned. They are Mrs. F. O. Northrup, chairman and Mrs. Walter Cook. Reasons given for the resignation

(Continued on page 4)

"Glorifying American Girl" to Be Talkie Musical Comedy

The standing contract which Florenz Ziegfeld has with Paramount Famous-Lasky Corporation, which originally called for the producing of silent pictures, will very likely be

(Continued on page 2)

HITCHCOCK-MONTGOMERY ON HAN-A-PHONE SHORTS

Han-A-Phone Pictures have completed short talking films of Marshall Montgomery and the Gold Dust Twins, which will be released in September.

Several other favorites of musical comedy will be filmed shortly. They include Raymond Hitchcock, Harry Jolson, Munroe Silver, and Sam Herman, Victor Artists. Hana-Phone is also producing black-out sketches directed by Richard Lee, formerly with Shubert.

Rubin Dickers for

Sound Artists Abroad

J. Robert Rubin of the M-G-M Production department who is in Europe ostensibly on a vacation, is reported to be trying to effect a talking picture contract with John McCormick, the singer.

The M-G-M home-office is likewise working this end with McCormick's manager, McSweeney, to persuade the singer and his manager that a series of McCormick songs on movietone will be a great thing for McCormick's popularity with the public.

1st Nat'l. Dividend

First National Pictures, Inc., declared regular quarterly dividend of \$2 on 8% first preferred, payable October 1 to stock of record September 13.

"Godless Girl" Aug. 31 at Gaiety Theatre

The New York premiere of "The Godless Girl" which will be at the Gaiety Theatre is tentatively scheduled for August 31st. Lina Basquette portrays the title role in "The Godless Girl", with Noah Beery, George Duryea, Marie Prevost and others in support.

It opens the Biltmore Theatre, Los Angeles on August 20th.

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

W. R. WILKERSON, Publisher and Editor

Abraham Bernstein, Managing Editor; Herman J. Schleier, Business Manager; B. F. Livingston, Circulation Manager.

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hempton 1914).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Walter Lindlar, First National exploitation chief, has been moved over to Camden, N. J. to devote his attention to the sound movie stuff for his company . . . Eddie Carewe and his party, consisting of Dolores del Rio and her family, will sail on the Isle de France for a long tour of Europe . . . Harry Reichenbach, just back from abroad, lunched yesterday in the north dining room at the Astor and was given quite an ovation by the exclusive film men who eat there . . . Maurice Revnes formerly chief story man of Fox Films, is back from Europe and will soon announce a new connection . . . Sol Brill, who always has more money than he knows what to do with, is about to build a million and a half dollar theatre on Staten Island, and Charlie Moses thinks he shouldn't be a piker . . . Sammy Sax left Wednesday for the west coast and promises not to come back to New York for a month or more . . . Paul Gulick, sweltering up on the golf links and ocean of Maine, writes that he will return to that cool New York next Monday . . . Texas Guinan has signed a contract to star in "The Queen of the Night Clubs" and once again we are to have the screen elevated or something . . . Hunt Stromberg, who has been in Europe for the past two months, is in New York and will look over all the shows before returning to the Metro coast studios . . . Lou Blumenthal and Joe Brandt held a mysterious conference yesterday at the Astor and it looks as if something was brewing—a golf or bridge game . . . Artie Stebbins ducked the hot weather yesterday by taking a day off and playing golf, and who wouldn't be a successful insurance broker . . . Phil Reisman, who has been in New York for almost a week, hopped off Wednesday on another selling trip, this time through the middle west . . .

Pathe Exchange at 1600 Has Slight Fire

A perfect fire-drill became a reality on Wednesday at the Pathe Exchange, 1600 Broadway, when films ignited in a projection room on the 5th floor of the film building.

Three film inspectors put the fire out with hand extinguishers before the fire apparatus arrived, while employees marched quietly out.

UFA EXPEDITION SHOOTS RARE FILM

After four months work in the remote parts of Roumania the Doderucha Expedition of the UFA Production Scientific Department has just returned to Berlin with many rare animal scenes. By special permit from the Roumania Government, Dr. U. K. Schulz, the director, was in a position to make a number of most interesting instructional films in the provinces of Bessarabia and Doderucha, although both these districts are still under martial laws.

Dr. Schulz has succeeded in obtaining a great number of rare shots of all sorts of eagles and other birds of prey as well as of ibises and herons. These shots were made in parts which with the exception of the explorer have never been visited before.

OBSERVATIONS

(Continued from page 1)

will make money, for the craze is on, but we feel the public will soon tire of "talkies" if they continue to give so little entertainment, but an improvement over the others. The picture without the talking, made as a silent drama along the same lines as seen last night, would have been atrocious.

WILKERSON

Grainger Closes Fox for Entire F & R Chain

(Continued from page 1)

The new arrangement insures the distributing company of representation for its entire new season's lineup in every theatre in the circuit, including the Publix controlled houses.

"Street Angel" will be the first to open the campaign at the State, Minneapolis and Capitol, St. Paul today.

Loew's Change Name

BUFFALO—The Loew's Buffalo Theatres Corporation has changed its corporate name to the Great Buffalo Theatre.

"Way of the Strong" Booked First Run

The Rialto Theatre, Chicago, a first run house, has booked Columbia Pictures' "The Way of the Strong" for the week of August 13.

"The Way of the Strong" stars Mitchell Lewis, Alice Day and Margaret Livingston.

EDWARDS OFFERS REWARD FOR BOMBERS

SEATTLE—Another bombing of the Colonial Theatre occurred last Saturday night. This theatre is a non-union theatre in the John Danz chain, but Danz was reported to have settled with the union some months ago.

Representatives of several unions disclaim any responsibility for the latest outrage and deny any knowledge of the act.

Mayor Frank Edwards, former exhibitor, has authorized the posting of a \$1,000 reward and has stated that the bombings must not occur again. T. J. Woodhouse, recently convicted of bombing the Embassy in the Danz chain, is under questioning by the police.

Rush Completion of New Film Center

The Film Center Building is rapidly assuming its identity as a Film Building. Each day as the structure proceeds towards completion, the special features of the building, which take it out of the class of ordinary buildings, become more prominent.

The net work of flues, the film vaults, projection rooms, shipping and inspection rooms, immediately typify it as a made to order building for the film industry. Every modern improvement for the safe and efficient handling of film will be embodied in this building.

Mr. Abe N. Adelson, president of the Film Center, Inc., owners and builders of the Film Center Building, has stated that the building will be completed ahead of schedule.

FBO Signs Philippine

Ambrose S. Dowling, manager of FBO Export Corporation, closed a deal with the Acme Films, Inc. of Manila, whereby that company will distribute all the FBO product, including the 1928-29 releases, throughout the Philippine Islands.

Burger Returns

Paul Burger, assistant to Al Lichtman, United Artists' sales head, is back in New York after a flying ten days trip through Canada. Mr. Burger traveled in the interest of the eighteen new pictures which United Artists is releasing.

Talkie for Saenger

TEXARKANA—The Saenger Theatre here will begin their talking picture policy on September 27th, according to Arthur Hardin, Mgr.

Ziegfeld-Zukor Agree on Sound Production

(Continued from page 1)

converted into a contract reading "sound pictures," according to Adolph Zukor.

"Glorifying the American Girl" under the Ziegfeld arrangement will be the first sound musical comedy picture to be made by Paramount. Inasmuch as there seems to be an extremely friendly feeling between Zukor and Ziegfeld, undoubtedly this will pave the way for the production of the rest of the Ziegfeld attractions to be released through Paramount after their New York, Philadelphia, Boston and Chicago runs.

CAPITOL ORCHESTRA TO COMBAT SOUND

DALLAS—Failing to receive sound apparatus in time, one theatre at least will turn to the musical field to combat sound competition. The Capitol Theatre will inaugurate a 21-piece orchestra starting August 28th.

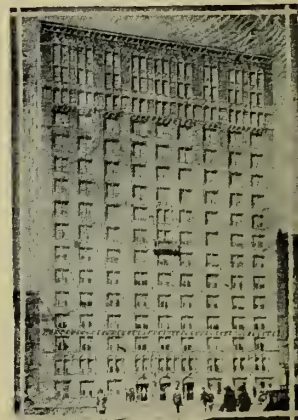
Ray Stinnett owner of the theatre has booked as the opening attraction under the new policy "Uncle Tom's Cabin". Stinnett's move to invest in the biggest orchestra in town is considered by the local trade an effort to take advantage of whatever pulling power the orchestra may yet have in this new era of show business.

AGFA-ANSCO FILM PLANT READY OCT.

BINGHAMTON — Agfa Anso Corp.'s photographic plants here, producing cameras, film and papers, are operating at capacity, with nearly 1,000 workers engaged. This concern's large new film plant is more than 60% completed and is expected to be ready for occupancy by October 1st.

The addition, being built adjacent to the older factories, is 160 feet wide, 630 feet long and from one to eight stories high. The new plant to be used solely in film production, will furnish employment for 500 more workers.

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"UNCLE TOM'S CABIN" HITS RECORD IN S. W.

"Uncle Tom's Cabin," Universal's film of the famous American novel and play, early this week broke all records at the Aztec Theatre, Enid, Oklahoma, according to W. P. Moran, Universal exchange manager in Oklahoma City.

Browning wired as follows: " 'Uncle Tom's Cabin' broke all records for Aztec Theatre despite fierce heat of one hundred ten degrees. Hundreds of patrons proclaim it to be the greatest picture ever shown."

"The Patriot" in Gala Rialto Opening Tonight

Emil Jannings' latest Paramount starring production which has been in work for almost a year, and has just completed record synchronization, will make its world premiere tonight at the Rialto Theatre.

The theatre has been closed all week, while renovations were being made.

Roxy Signs Murray

S. L. Rothafel announced yesterday that Douglas B. Murray, his former assistant, has been chosen to fill the position of production manager, made vacant by the resignation of Max Manne.

"REVUE GIRL" OPENS UFA 1928 SEASON IN BERLIN

"The Revue Girl", an UFA Production, which had a successful run in London a short time ago, was the first 1928-29 UFA offering at the UFA Palace in Berlin recently.

This production is an amusing comedy directed by Richard Eichberg and features Dina Gralla and Werner Fuetter.

"The Revue Girl" will shortly be released in this country by the UFA Eastern Distributors.

Biechele Committee Appointed on Rates

KANSAS CITY—Exhibitors here have appointed a committee of four headed by R. R. Biechele, president of the M.P.T.O. to discuss a new wage scale with the operators union.

Present contracts expire on September 1. On the committee besides Biechele, are Lee Vaughn of the Neptune and New Center Theatres, E. E. Weber of the Strand, K. S. Duncan of the Alamo, Roanoke and Broadmore Theatres.

Rosenberg in Charge

Al Raleigh, formerly with Mike Rosenberg's Circuit in Southern California has taken charge of the West Coast and E. A. Zabel theatres in Olympia, Washington.

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SEITER TO DO "SYNTHETIC SIN"

By JOE BLAIR
Hollywood Correspondent

William A. Seiter will direct Colleen Moore in her next two pictures for First National, according to announcement from John McCormick, producer of Miss Moore's pictures.

Seiter did so admirably as director of Miss Moore's "Happiness Ahead," that he will direct both "Synthetic Sin," her next picture, and "The Richest Girl on Earth," which will follow. Tom J. Geraghty is working on the scenario of both stories.

75% of FBO 1928-29

Program Completed

With the announcement that 75% of its 1928-29 program has already been completed, William Le Baron, vice-president of FBO in charge of production, is soon to start camera work on the last quarter of the program well under way.

FBO is completing its third year under the leadership of Joseph P. Kennedy firmly entrenched in the front rank of motion picture producing and distributing companies.

Geraldine for Pathe

Pathe is to make a screen version of the Booth Tarkington story "Geraldine". Carey Wilson is making the adaptation. Eddie Quillan and Jeanette Loff will be co-starred.

Pasternak with "U"

Joseph Pasternak, who has been assisting Wesley Ruggles in all his productions for the past year at Universal, has been assigned to the same duties with Joseph Henabery who is directing the new Reginald Denny picture "Red Hot Speed".

Chas. Burr Active

Charlie Burr is quite active around his offices at the Tec Art Studio's. He is making plans for the forthcoming Johnny Hines picture "A Pair of Sixes". There will be two versions, an all-talkie and a straight silent picture.

It looks as if Burr and Hines are taking a gamble on this one in that they have no release set at this time and will probably make it and get the release after.

Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

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200 REELS OF FEATURES, DRAMAS, Western, Comedy, Scenic and International News. Lists free. Box 31, Exhibitors DAILY REVIEW.

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STUDIO GOSSIP

James Kirkwood, who recently returned to Hollywood after a stage tour in Europe, has been signed by Paramount for a role in Charles Rogers' second starring picture, "Just Twenty-One".

Hugh Herbert, novelist, playwright and scenarist, has been added to Paramount's writing department. His previous work for motion pictures includes several Lew Cody and Greta Garbo vehicles. He recently adapted the Jeanne Eagles play, "Her Cardboard Lover," for Marion Davies.

Emil Jannings paused in his work on "Sins of the Fathers" long enough yesterday to sign a new Paramount contract.

Educational has secured Kit Guard to play one of the principal supporting roles in an Educational-Mermaid Comedy featuring Monty Collins.

Crediting Erle C. Kenton with a number of their box-office successes, Columbia Pictures have engaged him to direct "The Street of Illusion".

Harry Cohn just blotted the sheet signing Virginia Valli for Columbia's "The Street of Illusion". For the same picture, he also signed up Ian Keith, Kenneth Thompson, and Harry Meyers.

Frank Rice and Clarence Gilbert, character players, have been added to the cast of "Humming Wires", an M-G-M starring vehicle for Tim McCoy.

Colleen Moore's next two pictures will be all set and ready to go, when she returns from her cruise. In the meantime Tom Geraghty is writing the adaptation of both stories, the first to be "Synthetic Sin" and the second, "The Richest Girl on Earth".

In view of the increased necessity for gowns, costumes, etc., for sound productions, Gilbert Adrian, noted style creator, has been signed to a long term contract by M-G-M.

Olga Baclanova, will have the female lead in a Zane Grey western to be made by Paramount with Jack Holt in the lead. Otto Brower will direct. The title is "Avalanche".

Two new names have been added to the cast of the Paramount production "The Letter". They are Arnold Kent and Claude King. Evelyn Brent and Paul Lukas have already been announced. Lothar Mendes will direct.

Barrett Keisling, DeMille's old personal press agent when C.B. was on the Paramount lot, and later with Sam Goldwyn, is going back with DeMille out at Metro.

Tom Mix is giving Molly O'Day the grand rush, now that he has made his \$480,000 settlement on Victoria Forde Mix.

Billie Dove, First National star, is spending a vacation on the beach

Rin-Tin-Tin to Speak

Warners announce that the next Rin-Tin-Tin dog picture will be a talking picture. Special dialogue is being written for the dog star and he is spending his off nights now at one of the newly formed schools for the perfection of the voice for the "Talkies".

Camilla Horn Enroute to Coast for U. A.

Camilla Horn, the German actress who made her American debut in "Tempest", arrived in New York this week on the S. S. Ile de France, and left for Hollywood on the Lake Shore Limited Wednesday.

Miss Horn will play opposite Barrymore in his next picture, a filmization of "Der Konig der Berolina", under the direction of Ernst Lubitsch.

DeMille's Staff

Cecil B. DeMille has selected his staff to work with him at M-G-M. He is to have Jeanie MacPherson, Gladys Rosson, James Leisen, Roy Burns, Elizabeth Megaffey and A. George Volck. Quite a family.

Censors Resign in Fight over "Racket"

(Continued from page 1)

were that there has been too much dissention and unpleasantness. Howard Hughes, producer of "The Racket" has appealed to the Hays office to do something about the banning, but the unofficial attitude around the Hays office is that Hughes has started something, all by himself, now let him finish it.

near Los Angeles. She recently finished "Night Watch," under the direction of Alexander Korda.

Louise Fazenda, one of the most popular fun-makers on the screen, will provide much of the comedy for First National's "Outcast," starring Corinne Griffith. She has just been added to the cast.

NEWS FROM THE UFA STUDIOS

More than three thousand film fans from Budapest witnessed the shooting of the night scenes for the Erich Pommer production, "Hungarian Rhapsody", an UFA film, at the estate of Mezokovsed. The entire Hungarian aristocracy was present. During the intermission, 3000 Hungarian peasants, who served as extras, did away with 600 pounds of Hungarian Goulash and emptied no less than 5 barrels of Tokay wine. Hanns Schwarz is directing this picture under the supervision of Erich Pommer.

At the big UFA Studios in Neubabelsberg, Dr. James Guter, director, has commenced production on "The Blue Mouse", a very catching comedy-drama. Jenny Jugo, the slender, dark-eyed UFA star plays the part of a proprietress of a fashionable Paris amusement resort which offers her a splendid opportunity to show her charms and champagne temperament. She is supported by Brita Applegreen, a Swedish beauty, Rina Marsa, Albert Paulig, Harry Halm and others.

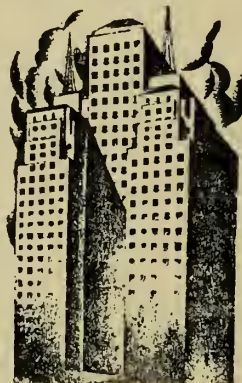
For "The Blue Mouse" production, UFA Productions have introduced for the first time the American method of separate direction and film cutting. Dr. Herbert Nossen, has been engaged as editor and cutter on "The Blue Mouse" picture.

Harry Piel, the German film daredevil and director of many successful adventure pictures and who suffered a motor accident a short time ago at the UFA Studios, has recovered sufficiently to resume his post as director of "His Strongest Weapon", an UFA film, although being carried around in an invalid's chair. He hopes to be well soon to continue with his part as the male lead in this production.

Saxe Sues Midwesco for Broken Contract

(Continued from page 1)

pany promised to purchase \$19,500 worth of stock in the Capitol Amusement Company of Madison, Wisconsin, from each of the three plaintiffs, and that the contract had not been fulfilled.



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NEW YORK CITY

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Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 41

New York, Saturday, August 18, 1928

FIVE CENTS

OBSERVATIONS

"The Patriot"

Many times recently we have referred to "The Patriot" the latest Jannings vehicle, in this column, always with unstinted praise, having seen it at one of its final previews in Hollywood early last Spring. Last night we witnessed it again, and left the Rialto Theatre with the firm conviction that we could never say too much in its behalf. We can not review the picture without repeating some of our own statements, since this production deserves the utmost superlatives and they are not unlimited. "The Patriot" should be remembered when all the so-called "wonder-pictures" are forgotten. It is magnificent.

Everything Perfect

It is our opinion that there has never been a picture more beautifully mounted, more superbly acted, more subtly directed or better photographed, cut and titled. What else is there to say? Scene after scene, full of humor and pathos, chock full of tenseness and irony. Certainly this production is a monument to the "silent art" and a slap in the direction of talking pictures. It is our guess, talking pictures will never reach artistry displayed in this production.

A Scene

We have never seen a screen situation as heart-wringing nor as beautifully played, as the one between Jannings and Stone, when the former clings in his pitiful mad devotion, to the friend who loves him and must kill him because he is mad and a menace to the empire. Who but Jannings could catch the almost immediate sympathy of an audience, for the repulsive, insane and cruel character he portrays?

Direction

Who but Lubitsch could maintain the charm and subtlety which permeates the entire picture, many scenes of which might easily become lewd or vulgar in the hands of another director? In this production too, he exhibits great depth and understanding, and never allows for a minute, the unnatural — the theatrical. This is certainly the masterpiece of a master-director.

Credits

Great credit should go to those responsible for adhering to the plays original ending, for though it is an anti-climax, it raises the

NEGATIVE COSTS CUT IN HALF ON MOST TALKING FEATURES

CHAMBER OF COMMERCE DRIVING UNION OUT

Detroit Business Lines Up Against Operators Local No. 199

One of the fiercest struggles in union labor history is under way in Detroit. The contracts with theatres and the Operators Union, Local No. 199 is up on September 1st and efforts to effect a new working agreement is meeting with opposition not only by the theatre owners, of which the Kunsky-Publix chain is the largest (Continued on page 2)

NETOCO GETS ELM THEATRE CIRCUIT

Sam Pinanski, in the interests of Netoco, has just completed the final details for the purchase of the Elm Amusement Company circuit, consisting of the Marlboro Theatre, Marlboro; the Elm Theatre at North Attleboro; The Gem Theatre, East Boston and the Milford Opera House, Milford. All are located in Massachusetts.

This deal now brings the Elm circuit under complete control of Netoco. For some time there has been an operating arrangement between the owner of these houses, Julius Levenson, and Mr. Pinanski's concern.

William Fox Not to Retire As Company Head in 1928

GREATER MOVIE SEASON STARTS W. C. TOMORROW

Greater Movie Season will be celebrated by the West Coast Theatres, Inc., starting tomorrow, the 18th, and special features will be put on in all the cities and towns between San Diego and Seattle.

Lionel Barrymore in "The Lion and the Mouse" will open the season in Butte, Montana.

New houses to open in the Wesco chain are the California Theatre, San Bernardino, the Golden Gate Theatre, Los Angeles, on Sept. 1; (Continued on page 2)

SOUNDS STUMPS FOX PRODUCING FORCES

By Special Correspondence

HOLLYWOOD — Talking pictures are causing a lot of grief at the Fox West Coast studio's. Although on the surface, everything seems serene, there is considerable worry and annoyance caused by the rush of this organization to get a feature length talking picture on the market.

No one will speak about it around the studio, but from words dropped here and there it is known that Fox (Continued on page 2)

LE BARON COMBINES 3 PLAY-READING DEP'TS.

The play-reading departments of Pathe, FBO and First National Pictures are undergoing a re-organization by William LeBaron who will consolidate three departments. Mrs. Straus and Mr. Doran are reported to be the only officials left in these departments, although new people will be added from time to time.

Headquarters for the consolidated scenario departments will be in New York although Mrs. Straus will make frequent trips to the Coast.

Johnson Sails

E. Bruce Johnson, vice-president in charge of First National's foreign department, sailed for Europe on the Ile de France last night.

"Lights of New York" Cost \$20,000—Small Sets and Few Extras

Producers are gradually awakening to the fact that the making of talking pictures, instead of being more expensive than the silent variety, will be considerably cheaper. The production of an all-talkie will reduce the negative cost on feature length pictures by at least a half of the present cost due to the fact that shooting will require less than half the time, production in-so-far as sets are concerned, will be cut from 50% to 75%, and waste, which (Continued on page 2)

T.O.C.C. CALLS MASS MEETING TUESDAY

Sol Raives, President of the T.O.C.C. is calling a mass meeting of his organization for Tuesday at the Astor and is sending out invitations to every unaffiliated independent theatre owner in New York City to join the Theatre Owners Chamber of Commerce.

Raives expressed the feeling that unless every loose unit in New York joins some organization to fight battles in its behalf, there will be few independent theatres left.

EVA LE GALLIENNE SIGNS FOR M-G-M TALKIE

Eva Le Gallienne, founder and director of the Civic Repertory Theatre, has signed a contract with Metro-Goldwyn-Mayer to appear in talking motion pictures, according to an announcement yesterday.

Dramatic sketches which Miss Le Gallienne will make for the talking motion pictures, assisted by members of her Civic Repertory Company, will (Continued on page 2)

CONSIDINE DUE MONDAY TO SIGN LEGIT STARS

John W. Considine, Jr., supervisor at United Artists Studio in Hollywood, is on his way east to confer with Joseph M. Schenck, President of the company, about talking pictures. He will arrive in N. Y. August 20th, on the Twentieth Century (Continued on page 2)

DAILY REVIEW

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Joe Hair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemet 4154).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Charlie Burrell left on an unexpected trip to the Azores this week on business for his company, Western Electric, which may explain why he couldn't take the presidency of the A.M.P.A. as he will be gone several months . . . Paul Kohner sailed yesterday on the Ile de France for a year in Europe as the special representative of Carl Laemmle, with headquarters in Berlin . . . Bruce Gallup has postponed his vacation until after the opening of the Motion Picture Club, and will then go to Florida for a couple of weeks . . . Artie Stebbins would like to know how playing golf on an ideal day should give a man a sore throat, and maybe it was what and how often he said some things to the ball . . . Paul Burger, assistant to Al Lichtman at United Artists, is back from a tour of Canada and says the weather and such are great up there . . . Sam Spring and Joe Kennedy have been talking over the cancellation of Mr. Spring's contract which expires in January, and the hunch is that he will fulfill the contract . . . Jack Lloyd has a new job, new for him and new for anyone; he has been appointed dialogue specialist for United Artists talkie pictures . . . Harry Needles, with many friends in New York, has retired from the management of the Strand and Princess theaters in Hartford, Conn. . . . Marsh McCurdy has been placed in command of the Roxy organ, by recent edict of Mr. Rotha-fel . . . Joe Schenck and Arthur Kelly are due back in New York next Tuesday, and then look for a lot of important news to be given out . . . Harvey Day says he will be able to sleep better after Al Smith accepts the nomination for the presidency next Tuesday, as he is afraid Al may change his mind and not run . . .

COOPER-SCHOEDSACK FILM A ROADSHOW

"The Four Feathers", African pictures brought back by Cooper and Schoedsack, will be released by Paramount Famous-Lasky Corporation as a road-show this Fall and is expected to surpass "Chang".

On September 24, these two adventurers will begin work at the Paramount studio directing episodes which will be woven into the photoplay, combining the best features of the natural locale type of drama with advantages of story telling made possible by studio technique and facilities.

In addition, "The Four Feathers" will be the first picture of this calibre to have full synchronization with sound effects, bringing to the screen the colorful atmosphere of the Sudan wilderness with a degree of realism hitherto unobtainable.

Richard Arlen has been selected to play the role of the young British officer in the picture.

Eva Le Gallienne Signs for M-G-M Talkie

(Continued from page 1)

be chosen by her in conference with the producer from the repertory of the plays in which she appears at the Civic Repertory Theatre and from the sketches which she presented last month at the Palace Theatre in New York.

Work will begin in a studio in this city shortly, in order that it may be completed before Miss Le Gallienne begins rehearsals of her company for its third season. As in the case of her brief appearance in vaudeville, Miss Le Gallienne's contract with Metro-Goldwyn-Mayer were arranged through Hermine Shone.

Sounds Stumps Fox Producing Forces

(Continued from page 1)

executives are experiencing much difficulty in securing the proper mechanical adjustments for the shooting of dialogue sequences.

It is impossible to crash the sacred portals of the Movietone department. "Behind the Curtain" was originally planned to be made in the Fox-Case studio in New York and Raoul Walsh the director was sent on for this job. Later plans switched him back to Hollywood. Little progress has been made since his return.

It is rumored that Fox is endeavoring to perfect a process for the recording of the voice on a separate piece of film, such as is being done now with some synchronizations, due to the annoyance now experienced in as much as in its present process of Movietone the sound itself depends quite a bit on the proper development of the negative. This often impairs the photographic quality.

Chamber of Commerce Driving Union Out

(Continued from page 1)

est, but the Chamber of Commerce and Board of Trade of Detroit have openly threatened to destroy the union. Detroit is noted as being a strong open-shop town.

Max Rubin, business manager of the Detroit local has been in New York this week conferring with big theatre people and heads of chains here in an effort to create a satisfactory basis for a new contract. He returns to Detroit, today.

All September and October United Artists Releases Set

\$4,000,000 VOCAFILM STOCKS PURCHASED

\$4,000,000 is the price which A. H. Woods and theatrical associates have agreed to pay for the Vocafilm Corporation stock, although final control of the talking device has not yet passed to the stage producers.

Woods, Shuberts and W. A. Brady have contracted to pay \$8 per share for 500,000 shares of common stock. David R. Hochreich, President of Vocafilm is being sued by F. Dudley Kohler for \$600,000 for a share of the capital stock of the company.

Hochreich's holdings in Vocafilm represent 30% of the common stock. The company purchased all patents to Vocafilm for \$150,000 while J. Harry Williams and Son control 70%.

"Fortune's Fool" in Broadway Theatre

Announcement comes from the office of Lou Rogers that the Emil Jannings picture "Fortune's Fool" which has played all week at the Cameo Theatre, New York City, has been booked by the Keith-Albee for the Broadway Theatre, Broadway and Forty-first Street, for one week starting Monday, August 20th.

Negative Costs Cut in Half on Most Talking Features

(Continued from page 1)

has long been a great menace to the industry, will be reduced to a minimum.

For the present anyhow, pictures requiring big sets and lots of them, can and will not, be used. Talking pictures are compelled to be shot in small sets and due to this condition, sets that will require a small amount to construct. The talking equipment for recording has not, and probably will not, reach the stage of perfection that will permit the microphone to catch the voice at any great distance. This is evidenced by the fact that characters, in close view of the camera, can not be heard walking up and down steps, nor will it catch sounds, that under ordinary conditions should be picked up at the same time of the recording of the voice.

The negative cost on Warner Bros. "Lights of New York" was less than \$20,000. The picture started as a two reeler and released as a feature after a few additional shots were added. Actual production did not require more than nine days actual shooting time.

Most of the money spent for talking pictures will be centered in preparation. It will require longer to rehearse players in dialogue than in mere action, but once the picture has started, shooting, in most cases will, of necessity, be reduced to more than half the required time to make a silent picture.

Greater Movie Season Starts W. C. Tomorrow

(Continued from page 1)

the Oakland Theatre, Oakland, on Oct. 1; the Imperial Theatre, El Centro, Cal., on Oct. 1; the Redlands Theatre, Redlands, on Nov. 25th; the Redondo Theatre, Redondo, on Dec. 1; the Riverside Theatre, Riverside, Dec. 1; the North Park Theatre, San Diego, on Dec. 25th; the New Boseke Theatre, San Bernardino, on Jan. 1.

David Wark Griffith's "The Battle of the Sexes" will be released nationally October 13th; Norma Talmadge's "The Woman Disputed" will be distributed October 20th; and November 3rd is the date on Dolores del Rio's "Revenge" All three of these United Artists Pictures are completed, cut and titled. All three will be synchronized with scores and sound effects.

John Barrymore's "Tempest" is set for national release August 25th, with synchronized prints; and "Two Lovers", final Colman-Banky picture, goes out to the country September 7, with sound. This Samuel Goldwyn Production has been exhibited in only one theatre in the world, the Embassy in New York, at \$2 prices.

MORTIMER WILSON SIGNS WITH WORLD-WIDE MUSIC

World Wide Music Corporation supplying world rights music, announces that the firm has secured Mortimer Wilson to write a series of numbers which will be particularly suitable for motion picture synchronizing purposes.

Mr. Wilson is the composer of the symphonic scores for the Douglas Fairbanks films, "The Thief of Bagdad", "Don Q" and "The Black Pirate". He is a pioneer in this field, having written the special overture and most of the music for "The Covered Wagon."

OBSERVATIONS

(Continued from page 1)

picture to even greater heights, and the last scene played by Lewis Stone and Florence Vidor, shows these two artists contributing the best work of their screen careers. The cast is superb. The photography and settings marvelous and we, for one, cannot criticize "The Patriot" for to our mind, it is flawless.

WILKERSON

Considine Due Monday to Sign Legit Stars

(Continued from page 1)

Limited.

While here Considine, together with Gerrit J. Lloyd who is accompanying him to New York, will line up players and writers of the legitimate stage for United Artists sound program. One of the pictures to be made will star Harry Richman and may be made at the Cosmopolitan Studios.

"The Woman Disputed", Norma Talmadge's new picture, is on the way to New York and will be synchronized with score and sound effects at Camden, N. J.

"Miss Italy" Tours

A series of personal appearances are being arranged for "Miss Italy," Livia Marracci, who appears in conjunction with the film "Smiles and Tears of Naples."

The picture is being distributed by the Arc Film Co. in New York.

PICTURE REVIEWS

"EDDIE FOY'S FAMILY"

Vitaphone—Warner Short

Featuring.....The entire Foy family, boys and girls.

Everyone who has seen the Foy family in vaudeville will like this variety of dancing, singing and clowning.

Added to the publicity and fame of Eddie Foy, the Vitaphone 15 minute reel will be welcome.

Bryan Foy puts the six Foy boys through a fast pace in straight and comedy clowning while the girls do song and dance specialties. A ukulele player helps out and Eddie Foy, Jr. wins the major part of the applause. A number of animal imitations are also given.

"THE SCARLET LADY"

Columbia Picture

Directed by.....Alan Crosland

Featuring.....Lya de Putti,

Don Alvarado, Warner Oland, Otto Matiesen.

Above the average Columbia picture acceptable as entertainment anywhere. Stereotyped Russian Revolution theme, showing nothing new, but fairly well done. De Putti does effective work but has too many close-ups.

Story centers around Russian gold-digger who intrigues the leader of the revolutionists but who transfers her love to a Prince of the Royal Family, when the opportunity arises. The aristocracy is overthrown and the girl becomes one of the leaders of the Bolsheviks, and her chief obsession is revenge on the Prince who spurned her. Though she effects his capture, and he faces death, because of her love she saves him.

"THE TERROR"

Warner—Vitaphone Prod.

Directed by.....Roy Del Ruth

Featuring.....Alec Francis, May McAvoy, Louise Fazenda, Edward E. Horton, John Miljan, Holmes Herbert..

Wired houses will find this second 100% Warner Talkie a natural box-office hit from the novelty and melodramatic angles alone. Though direction is nothing to boast about, fine talking work by most of the cast redeems the picture.

Wallace's mystery play involves a haunted English inn, where the "Terror" lurks and carries out his fiendish murders. Two convicts set out to kill him, one of them loses his life. A Scotland Yard official in disguise solves the mystery and runs the criminal down. Spooky seance scenes, trick doors and walls, screams and shrieks—all help create suspense, while plenty of humor affords relief.

Acting honors go to John Miljan, Louise Fazenda, Otto Hoffman and Edward Everett Horton.

"FORTUNE'S FOOL"

Louis T. Rogers—UFA

Directed by.....Reinhold Schunzel

Featuring.....Emil Jannings and Dagny Servaes

A three-year old Jannings film, produced by the star himself, depicts Jannings in all his bombastic glory, running rampant in the title role. Not badly directed, and is fairly good entertainment for non-critical neighborhoods.

Story of a war-profiteer whose business greed runs away with his soft-heartedness in off moments. He juggles with an auto factory squeezed from its bankrupt owners, enters one of the cars in a race against which his favorite son in another racer competes and the son is killed.

Jannings is his capable self and will intrigue his fans. Booked on a low rental, this film will make money.

"JUST MARRIED"

Paramount

Directed by.....Frank Strayer

Photographed by.....Edward Cronjager

Cast.....James Hall, Ruth Taylor, Ivy Harris, Harrison Ford, Lila Lee.

This is very light screen fare, but very amusing and entertaining nevertheless. It has been taken from the stage play which had quite a vogue a few years back. It is a bed room farce not so pure and simple. In transferring it to the screen it loses none of its gaiety. The entire cast does exceptionally well, and the direction shows great restraint, something to be thankful for in a picture of this kind. The titles by George Marion, Jr., causes many chuckles and are of the best from this title expert. This is a frothy dish for summer consumption and should please any audience.

"THE RIVER WOMAN"

Gotham Production

Directed by.....Joseph E. Henahery

Featuring.....Lionel Barrymore

Jacqueline Logan.

Picture started with good theme but developed into ordinary program attraction—picture drags for 1/3 of the way and hardly any plot. Miniature work adequate and synchronization if added will help, but hardly a convincing picture. Girl known as the 'Duchess' is dance-hall favorite of Lefty's Saloon on a Mississippi levee—falls in love with a river-boat deck-hand who would take her out of the environment but she wavers between Lefty Bill and the hero—Flood finally settles the issue by causing death of Lefty—hero and heroine leave for a new life.

Barrymore and Logan work hard but the direction did not arouse any fervor in their work.

"HAROLD TEEN"

First National

Directed by.....Mervyn Leroy

Featuring.....Arthur Lake,

Mary Brian, Lucien Littlefield, Jack Duffy, Alice White, Jack Egan, Ben Hall.

Well directed scholastic comedy. Holds the interest.

Tom Geraghty has taken Carl Ed's comic strip and adapted it for screen purposes, doing a first rate job on same. It has been molded into a story of high school youngsters with all their trials and tribulations. Harold's muchly bedecked slicker, the innovation of the "gedunk" sundae; the making of a motion picture; and the final hero-winning-the-football-game episode, are the picture's highlights. Leroy has woven these sketchy incidents into an amusing piece, but one, of course that shouldn't be pulled apart for reasoning. Arthur Lake as "Harold Teen" is a winner. Alice White and Mary Brian are acceptable, although not quite the high school type. Jack Egan is toothily villainous. Titles are new and good.

"MIDNIGHT MADNESS"

Pathe-DeMille

Directed by.....Harmon Weight

Featuring.....Clive Brook,

Jacqueline Logan

Good program film for second runs or filler on double bills.

Story is a romance and takes place on two continents, America and Africa. Heroine through being disappointed in her first love affair and in desperation marries an African diamond king, for convenience. She is taken to the dark continent and there rebels against her husband, even betraying his business to her former lover and worthless father. A crisis arises, which nearly results in the husband's death, but all comes out well.

Good direction and editing lifts picture out of dead-wood class.

Sound Featurettes

"KARYL NORMAN" CREOLE FASHION PLATE IN "TYPES"

Vitaphone—Warner Brothers

Featuring.....Karyl Norman, vaudeville headliner.

The singer is a female impersonator and combination haritone and songstress. He performs three numbers "Georgiana", "Daisy Days" and "Five Foot Two", to piano accompaniment, and with frequent changes of costume.

"Georgiana" and "Five Foot Two" were the two best numbers, the first being done most appealingly while the second is a novelty flapper number adequately performed. While the voice is not strong, long vaudeville experience in putting over the songs make this sound short acceptable.

ALBERT SPAULDING

Violinist

Vitaphone-Warner Bros.

Featuring.....Albert Spaulding, Violin and Accompanist.

Spaulding, violinist of some note, performs two numbers, "Gypsy Airs" by Sarasate and "Souvenir" by Brdla, both numbers well-known to music lovers everywhere.

The artist plays both numbers most capably and drew rounds of applause from the audience at the "Terror" opening. "Gypsy Airs" is of course, the more difficult of the two and Spaulding's technique rings true and sympathetic.

The second number starts off inauspiciously but when the second movement is reached and he has an opportunity for broad stroking, the playing of the number improves.

DICK RICH SYNCHO SYMPHONISTS

Vitaphone-Warner Brothers

Featuring.....Dick Rich and Orchestra-Singer and Two Dancers.

Three numbers are played "Chloe", "Lovely Little Silhouette" and a version of "St. Louis Blues," all three numbers being interspersed with song accompaniment and dance divertissement. The playing of the orchestra is nothing to worry Whiteman or Lopez although, Rich, the leader, is an excellent comic and helps his band immeasurably.

ROSA RAISA AND GIACOMO RIMINI IN "IL TROVATORE"

Vitaphone—Warner Bros.

Featuring.....Raisa and Rimini of Chicago Opera Company and symphony orchestra.

Two Chicago Opera stars in the poison scene from "Il Trovatore" by Verdi. Number lasts about 8 minutes and solos and duets are sung, the work of Rimini standing out as a fluent and capable piece of singing. Miss Raisa's voice was only effective in the upper register.

It will take high-brow audiences to support this one.

Recognizing the fact that changes in method come in the splendid advancement of the motion picture industry, the Eastman Kodak Company continues its own forward march and maintains its supremacy in presenting to the trade

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ROCHESTER, N. Y.

Educational Will Distribute Features for First Time

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 42

New York, Monday, August 20, 1928

FIVE CENTS

OBSERVATIONS

The Squeakies

We are weakening on sound and talk. Our rave after seeing "Lights of New York" was considerably cooled after viewing "Terror". Our suggestion that synchronizations would be great for the small towns is being shattered with the knowledge of the expense of running pictures so equipped. Our thoughts that pictures surrounded with sound and music, synchronized and arranged by experts and recorded perfectly, would prove of benefit to most every picture was completely dispelled after viewing "The Patriot" at the Rialto Friday evening.

With and Without

It has been our pleasure and displeasure to see this production with and without sound effects and music synchronization. The first time, with but an accompaniment from an organ and Friday evening with effects and synchronization. "The Patriot" is at least a fifty percent better attraction without the "canned-squeaks" and terrible sounds. Whoever was responsible for synchronizing this production should be shot. Weak pictures like "Warming Up" and "Loves of an Actress" might be benefited to some extent, in view of the novelty for this form of entertainment at this time, but to dissipate sterling sequences with shouts and laughter, as was the case with this production, is nothing short of criminal.

Schenck—the Prophet

"Day by day in every way—" we are crediting Joseph Schenck with the master-brain of this industry. This gentleman had the audacity to issue a statement before his departure for Europe several weeks ago, that "talking pictures are nothing but a novelty and will not last six months". Recent events prove, in so far, as we are concerned, that Schenck knew what he was talking about. Sound-crazed producers and executives employed by them, laughed long and loud at Schenck's prophesy. We feel it will not be long before the laugh will be on the other side.

Insanity

Imagine, if you will, an organization such as Paramount, with its great array of beautiful houses throughout the country and having in each house, an excellent orchestra, insisting, that this orchestra leave the pit immediately after they have played

(Continued on page 2)

WILLIAMS-MAXWELL-HAMMONS LAUNCH INTERNATIONAL FILMS

ROSSHEIM ADMITS KENNEDY BREAK-OFF

Irving D. Rossheim, President of First National Pictures announced Saturday that by mutual consent, the Board of Directors of First National Pictures and Joseph P. Kennedy had terminated an agreement under which Mr. Kennedy had been acting in an advisory capacity for First National for several months.

The rumor that Kennedy would break with First National appeared Friday but could not be verified. The Board of Directors met on that day to ratify the 5-year contract which Kennedy was supposed to have signed, to manage the company, but owing to many demands which Kennedy is alleged to have

(Continued on page 2)

LAEMMLE PHONES SALES FORCES IN BERLIN

Carl Laemmle, president of the Universal Pictures Corporation, sitting in his Beverly Hills home, Los Angeles, Saturday morning addressed the German sales managers and salesmen of the Universal organization, assembled at dinner in the Hotel Keiserhof, Berlin.

It was the longest sales talk ever made, although it lasted only a few minutes. Laemmle's voice was routine.

(Continued on page 2)

RCA Making Prolog

RCA Photophone Studios will today begin shooting a prologue for "The Hit of the Show", Joe E. Brown FBO picture which was shown at the Roxy recently.

Joe Brown will appear in some of the scenes to the sound prologue.

Sound too Expensive for Small Town Exhibitors

Hope Hampton Home

Jules Brulatour and Hope Hampton arrive today on the Leviathan from Europe after a stay abroad of several months. Miss Hampton is reported to have made some color pictures in France.

Jack Root, representative of Mack Sennett is also returning on the same boat.

1ST NATIONAL IN TROUBLE ON SOUND

HOLLYWOOD — First National studio executives are up in the air in their attempt to get out a talking picture. They are experiencing the same trouble, even a bit more so, that exists on the Fox lot in the mad rush, to get a talking picture on the market.

In their experimentations to date

(Continued on page 3)

Edwin Carewe Suffers

Nervous Breakdown

Edwin Carewe, United Artists producer, who sailed on the Ile de France Saturday morning was reported by radio to have suffered a nervous breakdown while on ship, and is being nursed by Dolores del Rio and her mother, who are accompanying Carewe abroad.

Gloria Swanson and Marquis de la Fallaise are also abroad the Ile de France, as are J. P. Kennedy, J. J. Murdock, Pat Casey, Bruce Johnson and other film notables.

"Secrets of Orient"

New Ufa Spectacle

"Secrets of the Orient" newest of the UFA spectacles, which has been a year in the making, has been completed and prints are now on the way to the Gaumont Company in London.

The picture was directed by Alexander Wolkoff and is an Arabian Nights tale, photographed in Northern Africa and on the Riviera. One of the most spectacular scenes involved the burning of a Persian dragon ship, which was over 100 feet in length.

To Supply New Source of Features—30 to 50 First Season

A new source of feature film supply for American and Canadian theatres and a far reaching change in international motion picture commerce is promised as a result of the formation of World Wide Pictures, Inc., following lengthy negotiations on both sides of the Atlantic.

The new company's officials are J. Douglas Watson, President; J. D. Williams, Vice-President, John Maxwell and E. W. Hammons, directors. Mr. Weston is chairman of United Motion Picture Producers, Ltd. of London. John Maxwell is internationally known as the head of British International Pictures, Ltd.

For the first time in the history of the industry adequate national American distribution of imported productions direct to theatres through a channel devoted exclusively to their sale and exploitation is assured. All overseas production

(Continued on page 4)

OPERATORS MAY TIE UP BUFFALO THEATRES

The current year has been a tough one for motion picture operator unions, caused in a measure by the indecision of exhibitors who do not know where they stand for the coming season, in regard to sound pictures and operating rentals.

In various parts of the country, unions have sympathized with musicians in their fights against sound pictures; have asked for additional men in booths or increases in rates

(Continued on page 2)

KLEIN GETS FIRST 2 SHORT STORY CLASSICS

Two pictures in the series of thirteen short International Short Story Classics, which the Edward L. Klein Corporation is handling for distribution, have been completed on the coast and are now in New York.

They are "The District Doctor" by Turgenieff and "The Necklace" by Guy de Maupassant. The third picture is in production and is titled "The Girl With the Golden Eyes" by Balzac.

The balance of the thirteen scheduled are "The Wreck", De Maupassant

(Continued on page 2)

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London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Joseph Pollak, driving Nat Rothstein home from a picture showing, blew his calliope horn, and startled Nat wanted to know if they were now synchronizing those things . . . George Harvey's picture in the current M. P. News, again reminds us what a handsome devil that Harvey boy is . . . Pete Woodhull is urging theater owners to attend the M.P.T.O.A. convention at Toronto, Oct. 16-17-18 and hints that the whole sound picture question may be settled there . . . A. J. Karch, the steward of the Motion Picture Club is the busiest bird in town seeing to the equipping of what Lee Ochs is the finest kitchen in New York . . . J. Robert Rubin, for some time past touring the capitals in Europe, is due to leave for home within the next week or ten days . . . Jimmy Quirk is afraid the rush of the producers on sound pictures may have a tendency to curdle something or somebody . . . Herbert Wilcox, eminent British producer, is due in New York next week with three new and said to be good English made pictures for distribution in this country . . . Al Altman, spending a short vacation at Long Beach, got himself all tanned up playing golf and giving the ladies a treat in the surf . . . Paul Benjamin, production manager of National Screen, gave a party of his lady friends a private viewing of a newsreel showing him all dolled up in a fancy uniform and marching in a Knight Templar parade at Detroit, and the ladies all voted him good . . . Abe Lehr, vice president of Sam Goldwyn's picture company, arrived in New York yesterday with the first print of "Two Lovers" . . . Wells Root is on his way here from the coast with a print of "Varsity" which he will show to a lot of critics at Yale . . .

SCHENCK IN TUES. SIGNS EISENSTEIN

Joseph M. Schenck, president of United Artists and Chairman of the Board arrives in New York tomorrow from Europe where he visited English, German and Russian film producers. Schenck may announce the acquisition of the services of Eisenstein, producer of "Potempkin" to make a United Artists film in Hollywood.

While abroad, rumors arose in the U. S. that Schenck would retire from the company, or would transfer his active duties over to Considine and others. This was denied by cable from Europe. Considine arrives in New York today and will confer with Schenck tomorrow.

Waxman Bankrupt

A. P. Waxman, in charge of Warner Publicity and Advertising, Saturday filed a petition in bankruptcy, declaring liabilities of \$4,591 and no assets. Waxman recently was ordered to pay all court costs in the Pollock Suit.

Laemmle Phones Sales

Forces in Berlin

(Continued from page 1)
ed across the United States by the American Telephone and Telegraph Company, and from New York by cable to Europe and then by land wire to Berlin. Loud speakers in the banquet room made his talk heard in all quarters of the banquet hall.

Operators May Tie

Up Buffalo Theatres

(Continued from page 1)
for sound projection. Some unions have won and others are being driven out, notably in Detroit.

The latest opposition arises in Buffalo where 350 theatres now face a tie-up because of a deadlock between managers and the operators on a new wage contract.

The managers claim the operators want a maximum salary of \$100 per week, an increase of \$45 over present rates. They announce they have offered \$75 a week but it has been refused by R. B. Hyde, business representative of the Buffalo Operators Union. Other demands also call for a six-day week, with three operators on each shift, and with a seventh operator to give each man a day off.

This has also contributed toward the deadlock, inasmuch as the theatres contend that Buffalo is a seven-day show town and must remain so.

OBSERVATIONS

(Continued from page 1)
their overture and accompanied the news reel, in order that some Victor records might furnish the accompaniment for the rest of the program, such accompaniment easily taking away fifty percent of the value of the remainder of the entertainment; completely ruining, at times, entire sequences of a good picture! And, mind you, this orchestra so shunned, is being paid their full salaries to make room for a series of noise and squeaks. If this be a display of brains and good business judgment, please Mister, send me to an asylum.

WILKERSON

Hollywood Previews

"THE FLEET'S IN"

Paramount

Directed by.....Mal St. Clair

Featuring.....Clara Bow,
James Hall.

A fine picture with Miss Bow's personality standing out. Photography excellent and titles clever.

San Francisco dance-hall girl is popular with sailors at their shore hang-out — Falls in love with a sailor—a real romance develops beneath the tinsel and glitter of the dance-hall and cheap jazz, which all comes out well in the end.

"HER CARDBOARD LOVER"

Metro-Goldwyn-Mayer

Directed by.....Robert Z. Leonard

Featuring.....Marion Davies,
Nils Asther, Jetta Goudal

Story slight and situations old and stale as last week's corn muffins. Whatever merit the film has is because of Miss Davies' personality and the comedy support of Nils Asther. Not up to same standard as "The Patsy" or "Fair Co-Ed". Fair booking for average theatre.

There is only one principal situation in the whole picture in the attempt of Marion Davies to prevent Nils Asther becoming involved with an adventuress. The situation unfolds in the second reel and is repeated with slight variations throughout the rest of the picture until it becomes tiresome.

The picture will draw lots of laughs against audience's better judgment.

"DEVIL DOGS"

Morris Schrank

Directed by.....Fred Windemere

Featuring.....Alexander Alt,
Stuart Holmes.

Second-rate comedy lacking in novelty but needs much cutting in the "Pilot" sequences to be suitable—second run houses may play this one—Cast unnotable.

A world-war comedy. Van Stratton, a painter, is forced into service and entertains abroad in the Cafe de Cootie after escaping from prison. To hide him, his sweetie puts him into a ballet dress and he joins the chorus. The troops make merry with the 'devil dogs' sitting around; Archie bewitches the captain who put him in prison, but is found out when he loses his ballet skirt. Finally, the hero proves of benefit to the army as a camouflage painter and wins his sweetie.

Klein Gets First 2

Short Story Classics

(Continued from page 1)
sant, "The Kiss" and "The Imaginary Mistress" by the same author; "The Raven" E. A. Poe; "The Dream Woman", by Wilkie Collins, "One Autumn Night" by Gorky; "Nobody's Luggage", Dickens; "A Dessert Passion", Balzac; "What Price Love", Chekov and "A Piece of String", de Maupassant.

"WHILE THE CITY SLEEPS"

Metro-Goldwyn-Mayer

Directed by.....Jack Conway

Featuring.....Lon Chaney,
Anita Page, Wheeler Oakman.

Film, another "Underworld"—Best performance by Chaney yet.

Type of picture popular just now and crack bet for all theatres.

Anita Page continues climb to top of ladder.

Chaney as a "bull" protects a crook who is in love with a girl that Chaney is also interested in—The girl runs afoul of King of the Underworld—Chaney dedicates his life to wiping out the crook leader and accomplishes it. The girl's crook lover turns straight, although the girl is pledged to Chaney but seeing the two youngsters really love each other, he relinquishes his claim to the girl.

"THE BODY PUNCH"

Universal—Laemmle, Jr.

Directed by.....Leigh Jason

Featuring.....Virginia Browne Faire,
Jack Daugherty, Wilbur Mack.

Suitable for second-runs and no amount of pruning can make it click elsewhere—while it has an interesting theme the picture has little credibility, and the scenarist has concocted a knock-down plot that will be all right with the younger folks.

Picture deals with the question "can a fighter beat a wrestler in the ring?" A society background is used in part of the picture to life the story out of the rough-house class. Society heiress stages bazaar and puts on the mixed bout. The receipts are to go toward wiping out an evil dance-hall. The girl visits this cafe, is accosted by a tough, is saved by the hero (the fighter) and he is rewarded by getting the society bout. A stolen jewel enters the plot, the hero recovers it from the wrestler and the boy and girl clinch.

"THE DIVINE SINNER"

Ray Art—Trem Carr

Directed by.....Scott Pembroke

Featuring.....Vera Reynolds

A quantity rather than a quality production which will bear cutting of many of the plot elements—Picture may go over as good attraction for neighborhood houses, but film is full of hokum and impossible situations. Vera Reynolds works hard but vehicle not suited for her.

Impoverished Austrian girl goes to France to earn money for her family—She becomes a designer and is successful but she spurns her employer; loses her job and becomes a forger—the police use her for intrigue with Royalty—she snares a Royal Prince who renounces his throne and all is well.

Ernest Hilliard, as the prince, has the outstanding role.

Rossheim Admits

Kennedy Break-off

(Continued from page 1)
made, particularly on the personnel cut-down and proposed economy methods, the directors forsook difficulties for the company and refused to O.K. the contract.

Mr. Rossheim, is expected to assume control of the production reins in addition to his other duties as President.

United Artist Establish Six Sound Service Stations

NEW NATURAL COLOR PICTURES INVENTED

The Natural Color Pictures, Inc., of Newark, N. J. have demonstrated the first films of a new color process invented by Frederick T. O'Grady. It uses a series of multi-colored discs embodying the seven colors of the spectrum, and replaces the old style shutter used on cameras and projectors.

The device may be enlarged in prints for regular screens, without impairing the color, according to O'Grady. Dr. Lee De Forest is reported to have O.K.'d the invention.

Fields Sound Head

Leonard Fields, Universal's eastern scenario chief, has been designated by Carl Laemmle to make a study of sound pictures. Fields will have the full co-operation of the Electrical Research Products, Inc., who manufacture the Movietone equipment to be used in Universal sound pictures.

MAYA

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some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

Six sound service stations, in as many cities that will serve as hubs of sales areas, have been established by United Artists' Film Maintenance Department. The stations are set up in exchanges of the company in New York, Chicago, Atlanta, Dallas, Kansas City and San Francisco. They are all in operation after Monday, August 20th.

New York will service Buffalo, New Haven, Boston, Philadelphia, Washington, New York and Pittsburgh territories. Chicago will service Detroit, Cleveland, Indianapolis, Cincinnati, Minneapolis and Chicago regions. Atlanta will cover itself, Charlotte and New Orleans territories. Kansas City will service St. Louis, Omaha, Kansas City and Denver. Dallas will be handled by Dallas. San Francisco will embrace Los Angeles, San Francisco, Seattle and Salt Lake City.

United Artists plan to open up other sound situations to serve exhibitors, as rapidly as wire equipment is installed by showmen and the volume demand for sound films increases.

1st National In

Trouble on Sound

(Continued from page 1)

F.N. executives at Burbank have not been able to reach perfection in adjustments on the recording devices and microphone, and further, their negative after being printed and developed with sound the dominant factor, does not in any manner compare with the fine quality received on production done with pantomime.

If and when First National make any talking pictures, Western Electric will be the means of bringing this to the screen.

A short while ago, an announcement was sent out that, that company had dished, what was to be known as Firnatone, (merely a brand name, but Western Electric equipment and recording) in favor of Photophone of the Radio Corporation of America. Through some disagreement with Kennedy and R. C. A. and the resulting upset with Kennedy and First National, the company announces the switch back to Western Electric.

All synchronizations for the time being will be done at the Victor plant in Camden, N. J.

Sound too Expensive for Small Town Exhibitors

(Continued from page 1)

at present.

In towns where there are unions, and their demanding a double crew of operators, together with the cost of installing equipment (payable in weekly installments) plus the film rentals being demanded by the producers for talk and synchronized product, the cost will, in most cases, triple their present overhead. And there is great doubt in the exhibitors mind, that even drawing from every corner of his village or town his receipts could not, more than double his present intake.

In one town in the middle west, an exhibitor is now carrying an overhead for operators, organists and film rental of an amount around \$260, a week. He finds that in order for him to get talking and synchronized pictures, his expense will reach a figure exceeding \$700 weekly, with no definite assumption by him, the producer or manufacturer of the equipment that his receipts will even be doubled by this change.

As a consequence, most of the small and medium town exhibitors are giving sound the "go-by" for the present anyhow.

- - - and
they continue to come

The DAILY REVIEW continues to maintain a tremendous weekly average in new subscribers. Here is a list of new additions in the last three days:—

Cleveland Motion Picture Exhibitors Ass'n, Cleveland, Ohio

American Theatre, Schenectady, N. Y.

Star Theatre, Hudson, N. Y.

Eagle Theatre, Albany, N. Y.

N. Shea, Uptown Theatre, Toronto, Canada

Exhibitors Co-Operative Ltd., Toronto, Canada

Happy Hour Theatre, Buffalo, N. Y.

Rochester Theatre, Rochester, N. Y.

Liberty Theatre, Buffalo, N. Y.

Little Hippodrome Theatre, Buffalo, N. Y.

Rivoli Theatre, Buffalo, N. Y.

Catarect Theatre, Niagara Falls, N. Y.

Novelty Theatre, Syracuse, N. Y.

Rivoli Theatre, Syracuse, N. Y.

Palace Theatre, Saratoga Springs, N. Y.

W. McDowell, Syracuse Strand Theatre, Syracuse, N. Y.

Congress Theatre, Saratoga Springs, N. Y.

EIGHT P-F-L SYNCHROS IN WORK

Six More under Way "Wedding March" Ready Soon

By JOE BLAIR
Hollywood Correspondent

Paramount have completed eight productions synchronized with music and sound and are now engaged in making six more with this synchronization.

Those finished are, "The Docks of New York" directed by Josef von Sternberg; the Clara Bow picture, "The Fleet's In"; "Moran of the Marines" starring Richard Dix; the Emil Jannings picture "Sins of the Fathers"; "Interference" with a cast composed of Evelyn Brent, William Powell, Doris Kenyon and others, and the Nancy Carroll-Richard Arlen picture made by Dorothy Arzner. The last two will have several sequences of dialogue in addition to vocal numbers.

"The Wedding March" has been completely synchronized by the Victor Company at Camden.

"Burlesque" Author

George Manker Watters, author of "Burlesque", has signed a new contract to write for Paramount. "The Sawdust Paradise," Watters' first scenario effort is scheduled for release at the Paramount Theatre next week.

New Bancroft Contract

George Bancroft, star of "Underworld," and "The Drag Net," has signed a new Paramount contract. Bancroft's latest, "The Docks of New York," directed by Josef von Sternberg, is now in the editing stage at the Paramount studios.

"Take Me Home"

Herman J. Mankiewicz has been assigned by Paramount to title "Take Me Home", the Bebe Daniels stage picture now being completed at the Hollywood studios.

Fejos in New Stunt

Paul Fejos, the Universal director, is going to attempt the unusual in that he is going to make a feature length picture with but one player. The artist so honored will be Mary Philbin. It will be titled "Spring Showers".

Williams-Maxwell-

Hammons Launch Films

(Continued from page 1)
trade showing of the first group of pictures.

The company anticipates offering from 30 to 50 pictures a year from the outset.

"All 'World Wide Pictures' will be sold on merit on an individual basis. A national sales staff is in process of formation.

"Educational Film Exchanges will physically distribute our product. This will in no wise interfere with that company's short subject business."

duct regardless of country of origin will be handled.

Announcement of initial product will be made within a few days. Selling for Fall exhibition will follow

STUDIO GOSSIP

Churchill Ross, the "Doc Webster" in the collegians series of short reels made by Universal, has been signed by that organization for the new series soon to star, with sound and talk.

The company making "A Woman of Affairs" for M-G-M have left for locations at Palo Alto.

Ronald Coleman's next picture for Samuel Goldwyn-United Artists release will be "Condemned". It is to be made from the book by Blair Niles called "Condemned on Devil's Island".

Hoot Gibson and his company of players have returned to Hollywood from their location trip to Chicago where scenes for the production of "Rodeo" were taken.

The largest, and this is on the level, set ever constructed in any studio is up at United Artists now. It will be used in the new Douglas Fairbanks picture.

Charles Condon is writing the adaptation of the screen story for Raymond Cannon's direction at Fox. No title has yet been selected.

Leatrice Joy has been called back by M-G-M for several talking sequences they are putting in "The Bellamy Trial".

Clive Brook is leaving Hollywood today for a visit to his "dear London". This is in way of a vacation. The part originally assigned to him in the Paramount production of "The Letter" will be handled by Paul Lukas. On his return he will play opposite Evelyn Brent in "Tahiti Nights".

Elmer Clifton will direct Patsy Ruth Miller and Malcolm McGregor in a South Sea story for Tiffany-Stahl.

Richard Arlen and Nancy Carroll will be seen in "The Upstart Gentleman" an original story by John Monk Saunders to be done by Paramount. William Wellman will direct.

Gwen Lee, has been cast for a leading role in the new Norma Shearer M-G-M picture "The Little Angel".

William K. Howard, has about finished preparation for his Tristram Tupper Fox picture which will star Janet Gaynor.

When Monte Blue's next picture, "The Greyhound Limited" is placed in production in the near future the megaphone will be in the hands of Howard Bretherton.

"One Stolen Night", to be filmed with Vitaphone, will be started in the near future. J. L. Warner has assigned its direction to John Adolphi and the script is being written by Edward T. Lowe, Jr., from the story by D. D. Calhoun.

Betty Bronson and William Collier, Jr. will have the two principal roles.

SIX U. A. FILMS IN PRODUCTION ON W.C.

Thirteen of the nineteen United Artists Pictures being distributed this season are completed or in production, and the remaining six will be in production within the month. "Steamboat Bill, Jr.", "Two Lovers", "Tempest", "The Woman Disputed", "The Battle of the Sexes", "Revenge" and "Hell's Angels" are completed.

Vilma Banky's "The Awakening", D. W. Griffith's "The Love Song", Ronald Colman's "The Rescue", Douglas Fairbanks' "The Iron Mask", Rex Ingram's "Three Passions" and Henry King's "She Goes to War" are in production, four of the films almost completed.

Gloria Swanson's "Queen Kelly" enters production after September 1. Charlie Chaplin's unit is building sets for "City Lights". Camilla Horn is en route for California to play opposite John Barrymore in the Ernst Lubitsch production that will be started within a few weeks. Mary Pickford's story is nearly ready and production begins in September.

Hollywood Extras Have Five Days of Heaven

Extra's around Hollywood had a great run for five days, recently. Most every player of this calibre was working at one or the other studio's. On July 21, the studio's used 5163, on July 28th, 6213, on August 4th, 5839 and on August 11th, 5260.

Roland West's "Nightstick" and Herbert Brenon's "Lummox" have been scenarized and adapted and they have been scenarized and adapted and they have reached the casting point.

FRANKLIN TO DIRECT GRETA GARBO'S NEXT

When she completes her role in "A Woman of Affairs", in which she is co-starring with John Gilbert, Garbo will begin work in an original screen story by John Colton. Sidney Franklin, who made "Quality Street", will direct the new Metro-Goldwyn-Mayer picture, which is described as a narrative of tropical adventure. No title has yet been selected.



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DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 43

New York, Tuesday, August 21, 1928

FIVE CENTS

OBSERVATIONS

Sarnoff-Sapiro

Everything indicates that David Sarnoff, head of Radio Corporation of America will finance the Sapiro group of independent exhibitors in greater New York. It is said this means a cash outlay by Sarnoff of around Three Millions of Dollars. Not so much money when it is considered that more than half of this will be returned to RCA in the form of payments for Photophone equipment for around 200 houses. And, in addition, giving him an outlet for RCA produced pictures, if—?

A Puzzle

There is no question but what RCA and Western Electric are cousins. And with this knowledge, it has been a puzzle to us just what part the former organization is going to play in sound. Western Electric have been permitted to go out and tie up most all the major producers on a long term contract and in addition to this have made over ninety percent of whatever equipment has been installed in theatres up to this time. RCA's sole producer at present is Pathe and no installations of any amount have been affected in theatres throughout the country.

Will They Produce?

Has there been an understanding between these cousins to the extent of Western Electric taking all the producer money for recording and later to have RCA step out and use a considerable portion of this amount to produce pictures in competition to them? This sounds reasonable in as much as interchangeability of the two projection units has become a fact.

More Independants

And following this thought further, don't be surprised if RCA—closing this deal with Sapiro—shoots throughout the country and closes with other independent chains and individuals, giving them sufficient houses to market the RCA made productions. Pathe, undoubtedly will do the distributing.

First National

The removal or the bowing out of Kennedy, from First National, seems to indicate, for a lot of people, that this organization is now without an actual head. Of course Rossheim is president, but so was Lieber when Rowland was general manager. Whether there is going to be an appointment (Continued on page 2)

SAPIRO-MOSS THEATRE POOL GETS KUHN LOEB-RCA FINANCING

Exhibitors Would Turn House over to Operators

Two theatre owners in greater New York, have approached the operators' union with a proposition of that organization taking over their theatres and in turn employing former owners as operators and paying them the salaries, now being demanded by the union.

NO GUARANTEE IN RCA-PATHE DEAL

While there is a representation of interchangeability in the new contract signed by Pathe to produce with RCA Photophone, Colvin Brown stated yesterday there was no mention of guaranties to indemnify Pathe if their Photophoned product (Continued on page 2)

LUNDGREN WINS 3 YEAR M-G-M DISPUTE

CLEVELAND—A three-year controversy between L. W. Lundgren, of the Globe Theatre, Columbiana, Ohio, and Metro-Goldwyn-Mayer has been settled by the Cleveland Board of Arbitration. The use of a seventh arbitrator following repeated deadlocks by the board, was (Continued on page 2)

King Vidor to Produce All Negro Picture for M-G-M

O'Reilly Offered Big Hays Contract Job

Charles E. O'Reilly, formerly president of the Theatre Owners Chamber of Commerce, has been offered an executive position with the Hays organization as a contact field theatre man, to maintain a bridge of contact between theatre owners and the producers and distributors association.

O'Reilly, long a leader in exhibitor circles is well qualified to act as a liaison man between the two divergent groups in the industry. If he accepts, much of the friction which has been the subject of governmental investigations this past year, will be eliminated.



LOU B. METZGER
General Sales Manager for Universal who announces a strong line-up of silent Short Product for the coming season

CELEBRATE ANNUAL FOX WEEK SEPTEMBER 9-15

The next annual Fox Week, of the Fox Film Corporation, will be celebrated this year from September 9th (Continued on page 9)

RCA Photophone Ready to Advance Three Million To Combine

It is said that Aaron Sapiro has found a backer for his recently incorporated Theatres Factors, Inc., in the person of Kuhn Loeb & Co.

Theatres Factors, Inc., was recently formed by Sapiro in an effort to arrange a finance company for theatres, the idea being to handle mortgages for members of his group on a basis that would enable the theatre owner a little more leeway in this form of financing.

It is reported that Kuhn Loeb & Co. will now stand ready to relieve exhibitors in the Sapiro-Moss-Ravies (Continued on page 2)

W. E. NOW URGING INSTANT EQUIPMENT

Manufacturers of sound equipment and the producers of this form of entertainment are quite annoyed and worried at the attitude taken by the metropolitan exhibitors regarding this form of entertainment and in an effort to stimulate further interest.

Western Electric have propositioned any and all of them with "Instant installation" if they will place their orders now.

This comes in the face of this company's promise to exhibitors out- (Continued on page 2)

T.O.C.C. Mass Meeting

The mass meeting called by the Theatre Owners Chamber of Commerce will take place today at the Astor Hotel. Exhibitors from all over the city have been urged to attend the meeting today, as the new contract with the motion picture operators, Local No. 306, will be acted upon. A schedule of scale increase was submitted to a committee of theatre owners yesterday and ratification may take place today.

"FOUR SONS" CREATES \$143,906 ROXY RECORD

What is probably the World's record gross receipts for any theatre anywhere in one week, occurred last week at the Roxy Theatre when "Four Sons" reached a total of \$143,906.75, surpassing intake on "What Price Glory" and "Street Angel" (Continued on page 2)

Director Writes an Original Based on Own Experiences

King Vidor will fulfill an ambition of many years in giving the screen its first all-negro picture. Announcement is made by Metro-Goldwyn-Mayer that the director of "The Big Parade" and "The Crowd" will transfer an original story of negro life, written by himself, to the screen, starting production within a month.

The Vidor story will be made on location throughout the South. It will be based, according to the company's statement, on the director's (Continued on page 2)

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London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. I.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York: — Herbert Ebenstein has a new hobby; he rides a horse in Central Park every morning and so far has not done a Prince of Wales. . . . Artie Stebbins, hearing of Ebenstein's new one, offers to write insurance that he does or does not fall off. . . . John W. Considine, Jr. arrived from the coast yesterday to hold conferences with Joseph M. Schenck, who is due from Europe this morning. . . . Eddie Carewe has a nervous breakdown on shipboard and is being nursed by Dolores del Rio, and who wouldn't have a nervous breakdown. . . . Si Seadler, Howard Deitz right and left hand, is back from a two weeks vacation during which he took golf lessons and the professional says he has a chance to improve. . . . Paul Gulick is another returned vacationer, and says it is pretty tough to have to stay where he can't look out of his window and see either an ocean or a golf course. . . . Bruce Johnson, foreign manager of First National, sailed on the Isle de France with Joe Kennedy, whom he thought might be his boss but isn't. . . . Charlie King, who is the Mike of the famous Mike & Ike comedies, gets called Mike so often in private life that he's thinking of changing his name—so Henry Bate says. . . . Jules Brulator, and Mrs. Brulator, who as everyone knows is the beautiful Hope Hampton, arrived yesterday from a tour of several months in Europe, both well and happy. . . . Joe Plunkett ate all by his lonesome yesterday at the Astor and didn't once kick on the food or the waiter, and Joe looks well at that. . . . Nathan Hirsch, who broke his leg several months ago, is back at his business having discarded crutches and cane. . . . Joe Lee gave the Motion Picture Club a thorough inspection yesterday so everything will be all right now.

RUSSIA-GERMANY TO JOIN U. S. INVASION

Derussa, the Soviet government and the German film trust combine, is the latest continental producing firm to enter the Affiliated European Producers, Inc.

Derussa is the fifteenth film company to merge in the creation of the new organization, which is to distribute all the films of these companies in America.

Michael J. Gourland, president of the affiliation, has been called to Europe as a result of this new association and he will leave within the next ten days.

Among the prominent Derussa directors are: Sergius M. Eisenstein, creator of "Potemkin"; W. J. Pudovkin, of "The End of St. Petersburg" fame; Jury Tarisch, who made "Czar Ivan the Terrible"; F. Ozep, director of "The Yellow Ticket"; Konstantine Eggert, G. Kosintzow, Rudolf Meinert, Frederick Feher and A. Room.

Derussa stars include: Bernhard Gotzke, George Alexander, Jean Murat, to be seen here in "The Soul of France"; Maria Albani, Anna Sten, Magda Sonja, Alfred Abel of "Metropolis"; Fritz Rasp, Fritz Kampers, and Countess Esttrhazy.

Sapiro-Moss Theatre Pool Gets Kuhn Loeb-RCA

(Continued from page 1)

pool in emergency payments necessitated by mortgage requirements, and to assist community financing of the group of 200 theatres eventually expected in the pool.

The RCA Corporation, further intimations are had, stands ready to advance between two and a half to three million dollars to finance the New York theatre pool, thus assuring themselves of a definite outlet in the Metropolis for their own Photophone productions, and also for approximately 200 installations of sound equipment.

King Vidor to Produce All-Negro Picture for M-G-M

(Continued from page 1)

personal experiences during his years in Texas and will be totally free from any racial propaganda angle. Vidor has been working out the theme over a long period and is said to have many novel production ideas in mind.

There will be only one white person in the cast of the new film, which will employ a large cast of colored actors and extras. Several important theatrical names are now under consideration for leading roles, while the scenario is being prepared from Vidor's story by Richard Schayer and Wanda Tuchock.

It is understood that sound will play a prominent part in the making of the Vidor picture. Negro spirituals and folk songs and other atmospheric effects are believed to offer unusual opportunities in this direction.

OBSERVATIONS

(Continued from page 1)

to assume Kennedy's duties, we do not know. We feel however that Al Rockett is a very able producer and is sufficiently capable of taking care of production. And that Ned Depinet has proven quite a genius in matters pertaining to sales and distribution. Why then, appoint a general manager? What is to be gained? Why not divert that \$250,000 or more to good stories?

WILKERSON

No Guarantee In RCA-Pathe Deal

(Continued from page 1)

is not played by theatres using Western Electric equipment.

Brown said the contract was for an indefinite period of time, FBO may follow Pathe shortly in obtaining RCA licenses to produce with Photophone, although such production has been going on for some time, "A Perfect Crime" already being in its third week at the Rivoli and "The Hit of the Show" is now being Photophoned in New York.

Pathe's Talking Newsreel, will get under way shortly, the preliminary organization work of lining up camera crews having already been accomplished. Mack Sennett will soon begin production of short comedies in sound, but whether the new series will be released through Pathe will not be known until the return of J. P. Kennedy from Europe in September.

"Four Sons" Creates \$143,906 Roxy Record

(Continued from page 1)

runners-up.

The Paramount did \$74,900 with "Just Married"; the Capitol, \$68,401.60 on "The Mysterious Lady". "White Shadows" at the Astor did \$19,622 and "The Perfect Crime" at the Rivoli, holdover, \$33,400.

Warner's 2nd all-talkie, "The Terror" in three days, did \$9,297 and "Lilac Time" at the Central, \$15,719. "Wings" is mounting again, at its 1st Anniversary and did \$14,000. "Fortunes Fool" a Rogers-Jannings film did \$8,200 at the Cameo, a good showing, indeed.

Lundgren Wins 3

Year M-G-M Dispute

(Continued from page 1)

thought necessary, but was not put into effect.

The decision was in favor of the exhibitor. The dispute arose in 1926 when Lundgren entered into a contract with M-G-M for their product to be delivered one a week starting October 1, 1926. After contract was approved, product was sold to a town 3 miles away, granting the other city protection over Columbian.

A claim of \$500 against M-G-M was settled by granting Lundgren the right to choose the outstanding unplayed pictures of the contract, but no cash damages. M-G-M's counter-suit against the theatre owner, for \$352 was won by Lundgren.

Classified Advertisements

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WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

W. E. Now Urging Instant Equipment

(Continued from page 1)

side of the metropolitan area of installation "as quickly as possible" with nothing definite for at least six months after the order has been placed.

The New York independent group seem to be playing a waiting game in that they are not completely sold on sound, being in a position to see and hear all of the latest in pictures and improvements in this new departure, and further they seem to feel that the price of equipment will be cut in half within a short time.

At present, there are hardly any talking picture equipments in independent houses in Greater New York.



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has joined with

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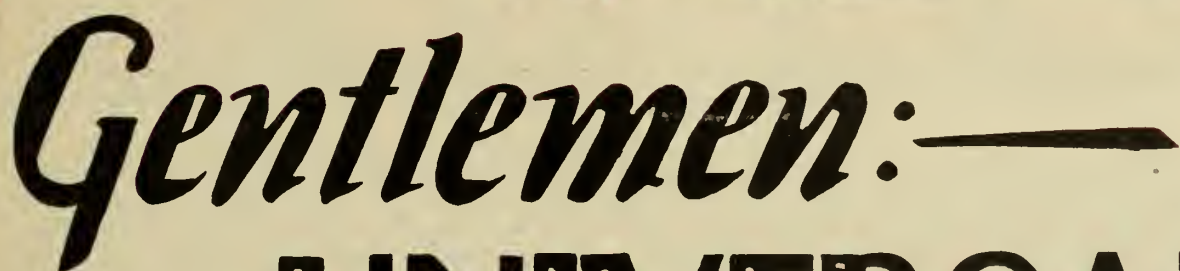
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SUPER

RECENT developments in the industry place UNIVERSAL so far ahead in the short subject field that there is now not even a close second. For 22 years UNIVERSAL has topped the entire field. For 22 years thousands of exhibitors have looked to and depended entirely on UNIVERSAL for these subjects, and now with Carl Laemmle himself on the firing line at the studios, every exhibitor throughout the Nation, large and small alike, can look to and depend entirely on UNIVERSAL for the highest quality super shorts of the industry: Shorts that have following of millions of people—that are famous for their drawing power at the box office.

Beginning immediately—at every Universal Exchange from coast to coast—a great **QUALITY DEMONSTRATION** of **SUPER SHORTS** is now taking place. See these short subjects with your own eyes—**COMPARE THEIR QUALITY**—the pictures themselves with do **ALL** the talking.



COLLEGIANS

Millions everywhere know Carl Laemmle Jr.'s Collegians. Booked by such representative first run houses as The Indiana Theatre, Indianapolis; Strand, Montreal; Majestic, Shamokin, Pa.; Strand, Akron; Regal, Hartford. A Super-Short Series shown in lights all over the country. The biggest short subject money getter in the world—nothing compares with them.



SNOOKUMS

Stern Bros. Newlyweds baby, "Snookums" the box-office baby. A hit with millions of people. A definite, cash-in-the-box Super Short. Here are two additional first run theatres to book "Newlyweds": Orpheum Theatre, New Orleans; Majestic Theatre, Shamokin, Pa.

LET GEORGE DO IT

Another sure-shot newspaper cartoon comedy, by Geo. McManus, that's pepper for the program. "Let George Do It" is another Universal Short booked by such first-run houses as Keith's Theatre, Toledo, and the Majestic, Shamokin.



MIKE AND IKE

Mike and Ike Comedies, Rube Goldberg's cartoon characters in films—are fast-sure-fire fun that always keeps the house filled. The Orpheum Theatre, New Orleans, and Keith's Theatre, Toledo, are the type of houses booking these Universal Shorts. Both important first-run theatres.



BUSTER BROWN

Stern Bros. "Buster Brown" comedies are so well known that to merely mention the name is enough. This super-short is first run fare and no mistake Buster and Tige are sure-fire! Shown now in thousands of theatres.



FINAL RECKONING

One of the best hung-together serials ever offered. One chapter pulls 'em in for the next. From the writings of the greatest boys' author who ever lived, G. A. Henty. Far and way above the average serial in quality.

PIRATE OF PANAMA

Bad Men in the Exotic Jungles of Panama. Full of thrills and adventure. Each one of the 12 episodes will sit 'em on the edge of their chairs. Absolutely sure-fire—just can't miss.



MYSTERY RIDER

Another gripping mystery story in 10 chapters. The first starts them—the other nine keeps them coming. Crammed with speed and Western action, the kind that keeps the crowds excited.



GO TO YOUR UNIVERSAL EXCHANGE TODAY AND SEE THESE SUPER-SHORTS

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SHORTS

TARZAN THE MIGHTY

These big first-run houses tell the tale of "Tarzan": Keith's 105th St. Theatre, Cleveland; New Garden, Baltimore; Skouras' Indiana, Indianapolis; The Alhambra, Sacramento, The Broadway, Richmond; The Capitol, Dallas. "Tarzan the Mighty" is on its way.



LAEMMLE NOVELTIES

Now being booked by the country's biggest first-run theatres. A few include Roxy Theatre, New York; United Artists Theatre, Los Angeles; United Artists Theatre, Detroit; El Capitan Theatre, San Francisco. What additional evidence is needed?



OSWALD

The Lucky Rabbit. First choice cartoon strip comedy for all first-run theatres. Used for kid-appeal, "supper shows" and program pepper. Willmer and Vincent, Allentown, one of hundreds of recent Oswald bookings.



JACK HOXIE (Re-issues)

The demand from many sources for these Jack Hoxie re-issues has been too great to ignore. The fans simply had to have them. Every one is sure to ring the bell! Action—action and more action.

Tenderfoot Thrillers

One of the greatest lines of 2 reel westerns ever conceived and filmed. Production costs were second to quality—which has resulted in a real de luxe edition of Short Westerns. Your box office will tell the tale.



Diamond Master

A serial by that great author, Jacques Futrelle. One of the most dramatic chapter plays ever screened. Suspense is its keynote. A hair raiser for your patrons.



Harry Carrey (Re-iss.)

Has gone over big in his recent feature picture, "The Trail of '98," and his other successes. His Universal re-issues are "naturals" and just had to be. Book them!



HORACE IN HOLLYWOOD

This great series of 13 one-reelers with the original "Harold Teen" in the person of Arthur Lake is big-league. Lake is a big bet everywhere—a feature star in short subjects for you.



FOREST RANGERS

Like the "Stunt Cowboy" and "Tenderfoot Thrillers," the "Forest Rangers" are pictures that have been built and filmed for the express purpose of making them the best possible to produce. A smashing adventure series.

STUNT COWBOY SERIES

Real money was spent on this series of 12 cowboy shorts. Everybody loves these fast riding and hard shooting pictures. Wonderful for the regular or supper show business.



INTERNATIONAL NEWSREEL

"On the job when it happens" would be a good slogan for "International Newsreel." The greatest film news gathering organization insures International the liveliest, most interesting big-breaks hot off the griddle! Strictly first-run fare for hundreds of leading theatres.



Short Feature Pictures Offer Opportunity to Coming Stars



Above: Scene from a "Mike and Ike" Comedy



George Lewis

Arthur Lake as "Morace" in "Hollywood"



Hayden Stevenson



Above: The Buster Brown Comedy Kiddles



Below: Lillian Gilmore, in "U" comedies and westerns



Scene from "The Collegians", with George Lewis, Dorothy Gulliver and Hayden Stevenson



Below: Snookums, the adorable child star of "The New-Lyeds and Their Baby" comedies

Sound Pictures To Be Limited In Circulation During 1928-29

By Fred J. McConnell
Short Subjects Sales Manager for Universal

DESPITE the hurrah these days about sound pictures, the fact remains that the motion picture industry at large will have to depend upon silent pictures during the com-

ing year. Only a limited number of exhibitors, and practically all of them first run theatre owners, can hope for sound equipment of any type during the coming months. The 1928-1929 season, like its predecessors, will be essentially a silent picture year.

The situation hinges around sound equipment. Picture producers can rapidly turn to the making of sound pictures, long and short, as soon as the demand for them warrants a complete turn-around. Many of them are making sound pictures, both long and short. But they are making them, either with a limited distribution in mind, or they are making them so they are usable with or without sound.

Only about 400 theatres are equipped for sound pictures at the present time. That means only one theatre in forty-five. Also, installations can be made during the coming months at less than 150 a month. It is significant that the installation companies are taking orders now for June 1929. Less than one theatre in eighteen will be equipped by next January and less than one in ten by Next June.

Only the big first run theatres are in the running for sound equipment during the coming season or any part of it. The bulk of the industry is just where it was a year ago, or two years ago. It needs a good

(Continued on page 8)

SWING TO FILM SHORTS FROM VAUDEVILLE ACTS

Hundreds of Theatres Turn to Screen Novelties

The tide has definitely turned away from presentation and vaudeville acts and back towards regular one and two-reel pictures, according to indications that are reaching the sales executives of various picture organizations. Reports from widely separated points herald a striking increase in the number of theatres turning to straight shorts for program variety.

Ted Schlanger, Universal sales director for the East and Canada, may be cited as an authority for evidences of this trend in his territory. His story is an example of the kind of information which is reaching other companies from the same and other territories.

Records Prove It

"Our records show that hundreds of houses will be using our shorts next season where we heretofore have been frozen out by vaudeville and other acts" says Schlanger. "We have tried to arrive at a definite reason for this. The reason varies, but generally speaking, those exhibitors who have discussed the situation frankly state that the cost of including acts has become too heavy. The public has become accustomed to the added bills and the novelty has worn off. Therefore, the exhibitor reasons that a return to good short films will supply the stimulus of novelty that now is lacking."

(Continued on page 7)

New El Capitan Opens with "Oswald" Cartoon

Oswald, the Lucky Rabbit cartoon comedy, made by Winkler Productions for Universal release, has been selected by the big new El Capitan Theatre, San Francisco's largest theatre, for its opening program. Universal home office officials feel that this is a great feather in Oswald's cap. The ludicrous cartoon has jumped into remarkable popularity with American theatre goers during the last few months.



Oswald!



NATALIE KINGSTON
Heroine in "Tarzan the Mighty"



DOROTHY GULLIVER
Co-featured in "The Collegians"

Stern Bros. Comedies Get Jump on Field

The Stern Brothers are creating talk this year because of the high percentage of completed comedies now in the Universal exchanges ready for pre-viewing and pre-release booking. More than half of next season's supply is on hand.

The Stern product, consisting of four series of thirteen two-reelers each, has the "Newlyweds and Their Baby" series as the principal offering. These comedies, featuring Snookums, child star, are being released as Universal Junior Jewels, the highest rating Universal can give a short subject. Jack Egan appears as Mr. Newlywed and Derelys Perdue as Mrs. Newlywed. This series is getting universal first run representation.

Other Stern Brothers series are the Buster Brown Comedies, the "Let George Do It" comedies and the "Mike and Ike" comedies.

Swing to Film Shorts from Vaudeville Acts

(Continued from page 6)

"The Sound situation also has complicated things. Unable to get equipment, the average exhibitor is getting back to solid ground and backing on the best short comedies and short subjects he can buy, biding the time when he can go into sound with the best of them.

"We have been made keenly aware of this situation because so many exhibitors are turning our way in their attempt to fill up their date books with substantial and proven shorts. We luckily are in an enviable position on shorts, having a full schedule of superior product, from super-serials down through two-reel and one-reel comedies, featurettes, cartoons, and newsreels.

Universal Not Stampeded By Sound Increases Efforts on Silent Shorts

Metzger Promises Exhibs Plentiful Supply of Program Featurettes

Carl Laemmle, for one, has not been stampeded by the volume of discussion concerning Sound Pictures. Although keenly appreciative of the possibilities of any innovation in the industry, and with well laid but conservative plans for Universal Sound and synchronized pictures, he is going ahead vigorously on Universal's production schedule of silent pictures. This is particularly true in the short subject field.

Universal's policy as regards short subjects and Mr. Laemmle's attitude on the future of the silent drama has just been made clear by Lou B. Metzger, general sales manager for Universal. In a recent interview, he said:

"Universal has not let up one whit in the making of silent short product. In fact, we actually have increased our efforts in this field. We are concentrating on the best program of one and two-reel subjects it is possible to make. Our line-up will be stronger than ever before. The product already in hand assures this.

"What steps Universal is taking in the Sound field are in addition to our program of silent production.

"The Short Subject production is well in hand. Three serials out of five are in the making, one of them almost completed. The Oswald the Lucky Rabbit Cartoons, the Horace in Hollywood Comedies and the Laemmle Novelties are about halfway along in production. The Third Collegians, the third series of that popular sequence of two-reelers, is well into production. In the two-

reel Western field, we have made a number of the Texas Ranger series with George Chandler, and are well along with the Stunt Cowboy series with Bob Curwood. The Northwest



DERELYS PERDUE, the new Mrs. Newlywed in Stern Bros. Comedies

Striking Increase in News- reel Users Is Noted by Anderson

Twenty-five percent more exhibitors are using newsreels this season than was the case last year, if figures concerning the International Newsreel are to be taken as a criterion. That newsreel has added that percentage to its customers during the past six months or so, and, although this may be a special case denoting an unusual trend to the International Newsreel, it also may represent a general increase in the users of newsreel subjects.

Discussing the present day situation as regard newsreels, R. V. Anderson, sales manager for International Newsreel, says that not only are there many more newsreel accounts than there were a year ago, but that many theatre men have advanced their newsreel showing dates, and are now getting the newsreel nearer and nearer its release date. Also, he points out, a large number of showmen have doubled their newsreel service, taking both issues every week instead of one.

"The fact alone that International Newsreel has increased the number of its customers by twenty-five percent during a year which saw the addition of two new newsreels in the market is positive proof of two things, one the general trend towards more newsreel usage, and the other without question is the great improvement in and the popularity of the International Newsreel."

Mounted series, with Edmund Cobb, is about half finished.

"Our serial line-up this year is the most elaborate and best balanced schedule we ever made. Principal among the five serials is 'Tarzan the Mighty', from an Edgar Rice Burroughs novel. Frank Merrill is Tarzan with Natalie Kingston as the

(Continued on page 8)

William Desmond, star of "The Mystery Rider"



Natalie Kingston, heroine in "Tarzan the Mighty"



Duane Thompson, now in "The Collegians"



In Oval Edmund Cobb, Two-reel Western star



Newton House, appearing in "The Final Reckoning", the new Universal serial

Derelys Perdue in Stern Bros. Comedies



Stern Brothers' Fallies Girls, seen in the "Let George Do It" Comedies with Sid Saylor



FBO "Hit of the Show" Gets First Key City Outlet with Interstate

M.P.T.O.A. INVITES KING TO CANADA CONVENTION

President J. C. Brady of the Canadian Division of the Motion Picture Theatre Owners of America has wired to the National office in New York that an invitation had been sent to Premier William Lyon Mackenzie King and that the head of the Canadian Government would in all probability be the guest of the Theatre Owners at the Ninth Annual Convention, which will be held in Toronto in October.

Utah Theatre Owners

Change Corp. Name

SALT LAKE CITY—The name of the Motion Picture Theatre Owners of Utah has changed to The Inter-mountain Theatres Association, in order that they can have as members, all theatre owners served by the Salt Lake exchanges.

It has been further decided that the arbitrators appointed by the exhibitors should not sit on a case by or against a non-member.

WESCO CLOSES CONTRCT WITH FIRST NATIONAL

Harold B. Franklin, president of West Coast Theatres, announces that a contract has been signed between West Coast and First National Pictures that will give the theatre organization first call on that studio's output in important keypoints such as Los Angeles, San Francisco, Portland and Seattle. The contract also gives West Coast representation of all other First National product in all other cities in which West Coast Theatres operate.

Schram Books Four

Chesterfield Films

Fred G. Schram, well known Cleveland regional distributor for the States of Ohio and Kentucky has contracted for the current season's output from Chesterfield and is making preparations for the immediate release of "The Adorable Cheat," "The Sky Rider," "The House of Shame" and "The Silent Sentinel" the first four now ready out of a series of ten.

Universal Not

Stamped by Sound

(Continued from page 7)

girl. Jack Nelson is the director. This serial is so good it has been booked into such big first-runs as the Garden Theatre, Baltimore, the Indiana Theatre, Indianapolis, the Capitol Theatre, Dallas and similar houses which never before ran a serial."

FBO and Interstate Amusement Co.—Majestic, of Dallas, Texas have entered into an arrangement for the first preferred key town showing of "Hit of the Show" starring Joe Brown, and this will be the first FBO picture to go over this circuit.

Interstate holds a 5-year contract for Fox pictures but does not get enough for its purpose, needing from ten to 12 additional pictures each season.

Because of an affiliation between Karl Hoblitzelle, president of Interstate, and J. P. Kennedy—K-A-O, it is presumed that all the extra pictures needed by Interstate will be supplied by FBO on some reciprocal arrangement.

Such a deal will be a repetition of the history of the Fox releases which did not get a good break on big time until the franchise arrangement with Interstate.

"The Terror" to Have

Nat. Release Oct. 20

General Manager of Distribution, announced this week that "The Terror" will have its national release on October 20th. This is the day on which the picture both in its Vitaphone and non-Vitaphone version will have its first general showings throughout the country.

Sound Pictures To Be

Limited in Circulation

(Continued from page 6)

steady supply of silent box-office pictures. All the sound features and all the screen musical acts and novelties in the world will be of no use.

There is just one difference, however. The average exhibitor really will be better off than ever before because producers this season realize that the rank and file of theatre-men need extra good pictures to hold their audiences during the sound flurries. Until sound pictures, as pictures, are just as good in story value, in acting, in photography and in general appeal as silent pictures, the public, after the novelty has worn off, will turn back to the silent picture.

This gives the exhibitor of high-class, first-rate silent pictures an upper hand. By careful selection of his programs he can assure his screen a well-rounded show with maximum entertainment value. He will thus be in a position to cope with competition of any kind.

Universal is meeting this situation by great concentration on the entertainment value of its silent pictures. This is particularly true in the Short Subjects field. As the head of the Short Subject department I know that we are straining every effort to make exceptional Short Subjects for the coming season, in an attempt to give the exhibitor sure-fire programs. This is being done by a more careful selection and preparation of story material, better direction, better players, and additional production value.

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Christie Buys Cohen-Negro Story Series

Producers Will Film Series
of Stories With
Negro Casts

By JOE BLAIR
Hollywood Correspondent

Al Christie has secured the famous Octavius Roy Cohen stories of colored life in Birmingham, which have been running to huge popularity in the Saturday Evening Post for the last fifteen years and published in book form with enormous circulation, for the filming of talking pictures.

It is stated that probably no series of stories has had as long a run or have appeared as frequently as the colored stories by Octavius Roy Cohen, their vogue starting about fifteen years ago and continuing currently in magazine and book form. The scenes of the stories to be filmed in the talkies will center around the famous Sons and Daughters of I Will Arise Hall, Bud Peagler's Barbecue, Lunch and Pool Room, Sallie Crouch's Cozy Home Hotel, and will take up the extremely varied careers of Birmingham colored society.

Christie is already selecting from the long list of Cohen stories the ones to first be filmed, and while no production date has been set, he is on the lookout for the types who will portray and talk the Cohen characters.

"Spectator" a Weekly

Welford Beaton, publisher of the "Spectator" a Hollywood journal devoted to production has decided to turn the publication into a weekly. It has been issued twice a month since its inception over two years ago.

Ernst's Mexican Beauty

Ernst Lubitsch has selected Mona Rice, said to be a Mexican beauty, for the second female lead in the new John Barrymore picture to be released by United Artists. Camilla Horn has the first lead.

Demerest Leaves Films

William Demerest, former contract player at Fox and Warner Brothers, has left Hollywood to re-enter Vaudeville with his wife. Demerest has appeared in pictures for the past eighteen months and decided to give up this form of acting in favor of vaudeville on the urgent pressure of a contract providing almost twice as much money as the picture people wanted to pay him.

Celebrate Annual Fox Week September 9-15

(Continued from page 1)

to 15th, right at the beginning of the new season, and coincidentally with the Great Movie Season Campaign.

Exchange managers are set to continue the terrific sales pace being set by Grainger and his aides and a record week of bookings in all exchanges is expected.

STUDIO GOSSIP

"My Wild Irish Rose" the FBO picture has been completed. It was directed by Ralph Ceder with Alberta Vaughan, Al Cooke and Elinor Flynn in the leads.

Something happened out at First National. Rod La Rocque was slated to have the lead in "Changelings". Announcement now has been made that Milton Sills will have this part opposite Dorothy Mackaill.

Hope Loring the writer, is leaving Paramount to free lance.

James Ford, a youth of 21, has been signed on a long term contract by First National. "Jimmie" has been around Hollywood for a couple of years working as an extra and doing bits.

Arnold Kent and Claude King have been added to the cast of the Somerset Maugham story "The Letter" being filmed by Paramount.

Polly Moran and Harry Gribbon have been set for leads opposite the dog actor "Flash" in the forthcoming picture "Honeymoon" to be done by M-G-M with Herman Raymaker directing.

The cast of "The Haunted House", the Owen Davis mystery sound melodrama which Benjamin Christensen is directing for First National Pictures, is now complete. Edmund Breese, Sidney Bracy, Erville Alderson, Thelma Todd, Larry Kent, Chester Conklin, Montagu Love, Flora Finch, Barbara Bedford, William V. Mong, Johnnie Cough and Eve Southern.

Loretta Young has been chosen to play opposite Richard Barthelmess in his next First National picture, titled "Scarlet Seas," production on which is expected to start this week. John Frances Dillon will direct. Bradley King is writing the continuity. "Scarlet Seas" is based on a story called "Mutiny" by W. Scott Darling.

Ralph Block, associate producer at the Pathe Studios will put into production two new features today (August 21st). "The Spieler" will feature Alan Hale and Jacqueline Logan and "Office Scandal" is a Phyllis Haver starring vehicle with George Duryea featured.

Tay Garnett will direct "The Spieler," a comedy of carnival life from a script prepared in collaboration with Hal Conklin.

Edward H. Griffith will direct "Office Scandal" from Adelaide Heilbron's scenario. The scenes are laid in San Francisco where much of the picture will be made.

Virginia Valli has been signed by Columbia Picture to play the lead in "The Street of Illusion" with Ian Keith and Harry Myers. "The Street of Illusion" goes into production immediately.

Erle C. Kenton will direct.

Shirley Mason, playing the lead in "Runaway Girls," Columbia production, with Arthur Rankin and Hedda Hopper, was so severely sunburned this week while bathing at the beach at Malibu, that Mark Sandrich was forced to suspend filming for a few days to allow the star to recover.

The cast has been completed for Columbia's forthcoming production, "Sinners' Parade" which John Adolfi will direct. Dorothy Revier and Victor Varconi will play the leads, supported by John Patrick, Marjorie Bonner and Edna Marion.

Adolfi will be remembered for his work for Warner Bros. in "The Little Snob" and "What Happened to Father."

Joan Crawford takes another step toward stardom with her assignment to play the chief feminine role in "Adrienne Lecouvreur," a Balkan kingdom story which Fred Niblo will direct for Metro-Goldwyn-Mayer. Nils Asther, the young Scandinavian actor, will have the male lead.

Bess Meredyth, prominent, whose most recent script was the adaptation of "A Woman of Affairs", now in production as a John Gilbert-Greta Garbo vehicle, has signed a new long term contract with Metro-Goldwyn-Mayer.

M-G-M Jumping into Sound With Both Feet

Following extensive preparation and experiment, Metro-Goldwyn-Mayer announced its initial sound pictures now finished and ready for the season commencing September 1. These pictures, with sound effects and synchronized musical scores, will include "Excess Baggage," adapted from the stage play and starring William Haines; "While the City Sleeps," Lon Chaney's drama of police life; "The Bellamy Trial," Monta Bell's huge production based on the Saturday Evening Post romance, and "Our Dancing Daughters," epic of the modern age of jazz.

Other pictures scheduled for early production which sound will play an important part include, "The Trial of Mary Dugan" and "Nize Baby".

Armstrong's Next

Robert Armstrong, the Pathe contract feature player, has been assigned a leading role in "The Get Away" soon to be put into production by this organization. It is an original by William Milhauser. Jeanette Loff and George Dayrea have also been set for parts.

Lloyd Sound Chief

Jack Lloyd, former writer for D. W. Griffith, has been appointed by United Artists to act in the capacity of sound specialist.

Lloyd left for New York last week to confer with Harry Richman regarding his forthcoming picture for United Artists.

CIRCULATION

Follows

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4

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DAILY REVIEW

EXHIBITORS

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Reg. U. S. Pat. Off.

VOL. 24 No. 44

New York, Wednesday, August 22, 1928

FIVE CENTS

ZUKOR PAYS \$20,000,000 FOR WARNERS

Court Denies Sapiro Injunction

\$60,000 Weekly Loss In Playdates Forces Warner-Vitaphone Acquisition

OPEN MARKET BUY

Despite several denials by both Adolph Zukor and Harry M. Warner, that Warner Brothers had not been purchased by Paramount Famous-Lasky, still stronger confirmation that the deal had been closed, was learned yesterday from sources close to Adolph Zukor, who several days ago divulged that he had finally bought control of the Warner-Vitaphone activities.

Zukor was out of town yesterday but Harry M. Warner admitted that it was possible Zukor has bought control on the open market of (Continued on page 3)

SAX USES PICTURETONE ON NEW SHUMATE FILM

Picturetone is the process which Sam Sax will use in connection with the synchronization of the Gotham Production "Through the Breakers" which Harold Shumate will produce for Sax.

The dialogue of this Owen Davis (Continued on page 2)

Receiver Appointed for Park Lane Theatre

Robert Szold has been appointed receiver in the U. S. Equity Court, for the Park Lane Theatre, at 89th Street and First Avenue, N. Y. C. The theatre is owned by Charles E. O'Reilly and Mr. Gould.

Assets listed are about \$1,100,000 and liabilities about \$900,000. The judgment was brought by the N. Y. Export House, Inc., for \$1,139. The house will continue operation under the supervision of the receiver and the present owners.

Schenck Girl Born

Nicholas M. Schenck, president of Metro-Goldwyn-Mayer Corporation yesterday announced the birth of a 9 pound baby daughter, born to his wife, the former Pansy Wilcox. Martha Elizabeth is Schenck's first child.

AMPA Meeting

The AMPA will hold its semi-weekly meeting at the Hotel Lincoln tomorrow at 12:45 P. M. Buck Jones will be a guest of the association.



JOHN CONSIDINE, Jr.
General Manager of production for United Artists, in New York to arrange for the production of the Harry Richmond picture

GATHERING OF THE U. A. CLANS IN N. Y.

With a raft of United Artists executives and producing unit representatives in town to confer with Joseph M. Schenck, the minute he stepped off the boat from Europe, it looked yesterday like the gathering of the clans.

What with various and sundry (Continued on page 3)

SCHENCK INSISTS TALKIES TO VANISH WITHIN 6 MONTHS

Sells 7 U. A. Films to Russian Gov't

Joseph M. Schenck, returned from a five week's business and pleasure trip spent in Europe. He reiterated his London statement that talking pictures were a novelty and would not last more than five or six months for the reason that talk took all of the best dramatic values out of pictures and that spoken titles would never register and further, felt they had no entertainment value whatever.

(Continued on page 3)

ROSSHEIM-SILVER ON UTICA MISSION

Irving D. Rossheim, Moe Silver and B. K. Blake of the Stanley Company of America left New York last night for Utica, New York, where the new Stanley-Mark Strand Theatre is to open about Labor Day.

A motion picture will be made of the entire City of Utica, in which officials of the city and the various municipal departments will be included, as well as views of the new theatre. The film will be supervised by B. K. Blake, V.P. and General Manager of Production of the Stanley Advertising Company, Educational Division. They will be gone all week.

No Operator Strike Threatened Talkie Houses Retain 1928 Scale

20 YEAR ANNIVERSARY IN 100 F. & R. THEATRES

MINNEAPOLIS—Preparations are being made for the 20th Anniversary Celebration of the Finkelstein & Ruben Northwest Theatre Circuit, which will occur during the month of September.

30 towns and over 100 theatres will cooperate in the Anniversary. The program will be divided into (Continued on page 2)

An amicable settlement of the new contract being made between the New York theatre owners and the motion picture operators was arranged at the Mass Meeting called by the T.O.C.C. at the Astor yesterday.

While final details will be laid down and the contracts signed next Monday, it was learned that there will be no trouble and no strike. There will be no increase in the present wage scale on sound picture operators, nor in those houses playing silent films, which are adjudged (Continued on page 2)

I.M.P.E.A. Faces Break-up Although Moss Pool Plans Proceed

SAPIRO THROUGH

The Independent Motion Picture Exhibitors Association yesterday lost its second attempt to secure an injunction in the Supreme Court, this time against Mayer & Schneider.

Judge Crain yesterday rendered his decision and denied the injunction, stating that there appeared to be a question of fact entering into the argument and for that reason did not want to grant the injunction, preferring to have the case go to jury trial if the plaintiff's so desire.

His decision was substantially (Continued on page 2)

ATTACHMENTS HOLD UP POLI PURCHASE

NEW HAVEN — \$2,000,000 in attachment writs have been slapped on five theatres of the Poli Chain in New Haven and Hartford by the Hancock Company, Inc., of New York City, on a claim for broker's fees in having produced purchasers for the theatre circuit.

William Fox announced several weeks ago that he had taken over (Continued on page 2)

MOVIETONE HAS SMITH TALK READY FOR B'WAY

Fox Movietone is pulling off a stunt that has probably never been done before in the history of the picture business. This concerns the notification speech which Democratic President-Elect, Al Smith will make from Albany tonight at 7:30 will be projected in Broadway film houses at the same time.

Movietone has filmed his entire speech in advance and the moment word is flashed from Albany that Smith has begun to speak, the picture will be seen and heard at the Roxy and other houses equipped with sound apparatus.

Ray Lewis Returns

Ray Lewis, Publisher of the Canadian Digest, motion picture trade journal, arrived home in Toronto yesterday from a month's trip in Europe.

DAILY REVIEW

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Joe Fair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemet 4514).

London Office and Correspondent: Samuel Harris "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

OBSERVATIONS

Lilac Time

We did not care so much for this picture and said so. Our reason for not liking it was the thought of First National spending almost a million dollars, for seemingly, no good reason. The production did not demand such an expenditure, and the results prove it, in so far as its quality is concerned. This is our personal view. We suggested it would make money.

Tremendous

An critic, so called or otherwise, would always be safe by summing up a criticism on a Colleen Moore picture with the words "—but it will make money". This we did. But never expecting it to attain the grosses that are actually being amassed at almost every point where it has been shown. The business has been tremendous. Chicago, Pittsburgh and St. Louis report a record breaking take. Detroit is running mid-night performances.

Colleen

You have to hand it to this Moore girl. She is one of the two or three outstanding attractions in this industry. From indications, she will rank one, two, with any three. And her following is of a different type than any other star. She draws from all parts of the household. The cook, the chauffeur, the gardener, the nurse, father, mother, son and daughter. And this following is stable. She will not crowd the lime-light today and dim it tomorrow.

Zukor-Warner

It looks as if the deal that will house Vitaphone on the Lasky lot, is either closed or will be in a very few hours. Naturally, neither party or organization will, in any manner, confirm it. But we will lay a little bet it goes

Dave Chatkin Supervisor of New Publix Eastern De Luxe Division

Announcement has been made by Publix Theatres of the appointment of D. J. Chatkin, formerly buyer of short subjects for the Publix circuit, as division manager in charge of what is known as the Eastern de luxe division of Publix, involving Publix theatres in New York—the Rivoli, Rialto, Paramount, the Metropolitan, Boston; Shea's Buffalo and Shea's Hippodrome in Buffalo, the Olympia in New Haven, and the new Minnesota Theatre in Minneapolis.

Mr. Chatkin will continue to lead with the buying of short subject for Publix, in addition to his duties as general supervisor and manager of the Eastern de luxe division.

Al Selig's Loss

The industry is condoling with Al Selig, head of Tiffany-Stahl Publi-city and Advertising, over the loss of his sister last Monday night.

Attachments Hold

Up Poli Purchase

(Continued from page 1)
this chain of 20 houses and was to pay \$26,000,000 for it. The Hancock Company alleges that it secured the Stanley Company of America and the B. F. Keith Corporation as purchasers of the circuit at \$25,000,000 and that commissions totaling \$986,000 were to be paid them for the negotiations.

The writ is returnable at the September term of the Superior Court in Hartford. The houses attached were the Capitol and Palace in Hartford and the Palace, Bijou, Hyperion theatres in New Haven.

No Operator Strike

Talkie Houses Retain Scale

(Continued from page 1)
not to be in a position to meet any wage increase at this time. This will not apply to those houses playing silent films which are well located and are doing good business. These houses will pay a slight increase over the present scale. Another provision in the new contract will call for the adoption of the sound picture scale by those houses which are now silent and which will gradually adopt sound apparatus. Additional men will also have to be provided in the theatres which go over to sound.

through, if it already has not been consummated. We understand that Vitaphone subjects have been grabbing a lot of the playing time, already allotted Paramount. This together with the fact that Warners are the pioneer in sound and are further advanced than the rest of the field no doubt determined Zukor and P-F-L to gather in Vitaphone.

WILKERSON

Court Denies

Sapiro Injunction

(Continued from page 1)
along the lines laid down by Judge Sherman in the first attempt by Sapiro to obtain an injunction against Metro-Goldwyn-Mayer.

While the merits of the case, with which the industry is familiar by this time, have not yet been decided, it would take perhaps a year before a jury trial could be reached, and this would interfere with and frustrate the purposes of the exhibitor organizations, since the new season has already started and independent exhibitors particularly must book in their year's supply of pictures and allocate their available play-dates.

In effect, then, every indication seems to point toward the immediate disintegration of the Sapiro organization and also the probable withdrawal of Sapiro as head of this organization, as the members of the association had determined to stick out the issue until this court decision would be made and no further, and had furnished additional funds out of their pockets to give Sapiro, their hopes and plans a fair trial.

There seemed to be a strong intention among several important members of the association yesterday to begin individual film buying and booking to overcome the time that has been lost.

These theatre owners indicated that the members of the Sapiro association in their desire to be loyal, had followed Sapiro right down the line regardless of the financial consequences, but now fear the dire results that might follow through a possible antagonizing or intimidation of the bigger companies through the buying unit which was the object of making better deals for themselves.

These members, because of their loyalty had pictures which they have been running steadily for years, taken away from them and sold to opposition theatres.

In the beginning, the bigger companies sympathized with the Sapiro movement and intended to do business with it, Elmer Pearson for one having expressed the feeling that the movement was a logical and welcome one and probably productive of even better business for the film companies, but they later found that Sapiro instead of cooperating with them started in knocking and fighting.

An instance given was the French Cablegram in the early Spring while Hays was in Europe, attacking the producers' representative. This was considered an attempt at intimidation by the big companies. Sapiro was also strongly opposed to the Film Boards of Trades and threatened to disclose alleged illegal methods of arbitration.

The break-up of the present Sapiro organization will not interfere with the plans which have already been launched by the independent theatre owners to consolidate all their theatres into a pool headed by B. S. Moss and which has lately included financing arrangements by RCA Photophone and Kuhn-Loeb & Company.

FILM CENTER CORNER STONE HONORS TALKIES

In the Cornerstone of the Film Center Building have been placed two strips of film. One of the ordinary print and the other a piece containing dialogue and music synchronized on the film. This was the most appropriate tribute that the owners of the Film Center Building felt could be paid to the industry.

In future years should any one ask, "When was the Film Center Building built?" the answer will be, "The Film Center Building was built during the transition period when producers, distributors, and exhibitors were discussing and predicting the future of talking pictures."

20 Year Anniversary

In 100 F. & R. Theatres

(Continued from page 1)
four distinct weeks, Anniversary Week, Jubilee Week, Progress Week and Managers' Own Week. The F & R booking department is striving to get some of the better attractions of the new season, in ahead of schedule so they can be played during this period.

Theodore Hays is general chairman for the celebration, assisted by Ben Ferris and G. Ralph Branton.

Sax Uses Picturone

On New Shumate Film

(Continued from page 1)
play will be adapted to Picturone by Casey Robinson and Joseph Boyle will direct under Shumate's supervision. The cast will include Margaret Livingston, Holmes Herbert and Natalie Joyce.

A Picturone studio will be opened in New York within 45 days and one in Hollywood within 60 days.

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Special Sound Film Cutting Department Installed at P-F-L

'MOVIESOUND' INVENTED FOR TALKING PICTURES

A new talking device will be used by the Prince Film Producing Company for a series of features starring Cassio, Italian-American comedian, and cousin of Rudolph Valentino.

It is known as the "Moviesound" and is a brand new patent different from those now on the market. Cassio has completed his first independent picture "Who Am I?" and will make "That's Nothing" a talking picture as his second feature length-comedy.

Zukor Pays \$20,000,000 for Warners

(Continued from page 1)

enough shares to bring Warner-Vitaphone under the Paramount banner.

Warner stated that there were about 550,000 shares of Warner stock on the market, half of which was enough to control, but also stated that he and his associates now had in their possession enough remaining stock to control any company.

He further stated that he hoped Zukor did buy control on the open market, as he would pay a stiff price for it that way.

About \$20,000,000 will be the final amount to pass hands for the controlling stock of the Warner Company. According to present plans, the Warner organization, as now constituted, will continue to operate and function exactly as before, but in addition, all facilities will be enlarged to immediately take care of all Paramount sound production at the Warner plants and with the Vitaphone staffs.

Warners will continue to produce their outlined plans for specials and all-talkies but it is very probable that the combined Warner and Paramount sound pictures will be sold by the Paramount sales organization, and through their exchanges.

Whether Paramount will participate in any of the royalty arrangements that Warners have with Electrical Research Products is not known at this time, although it is expected that the license fees and costs per reel, which they now pay and which runs into hundreds of thousands of dollars per annum will revert back in part to Paramount or will be considered a future saving.

Electrical Research Products collect 7½% of the gross of all synchronized pictures with Vitaphone and Movietone, including licensing and patent fees which the Fox-Case also pay. Warner Brothers share in a portion of this 7½%.

The necessity for controlling Vitaphone was forcibly brought home to Adolph Zukor by his own sales organization which had been looking with alarm at an estimated weekly loss in play-date bookings of from \$50,000 to \$75,000 a week, caused by demand of exhibitors for Vitaphone specials and short product and the turning over of every available play-date for the Vitaphone attractions, whose popularity at the box-office has been established.

Special equipment for the cutting of sound-synchronization film has been installed in the laboratories of the Paramount studio in Hollywood, according to an announcement by B. P. Schulberg.

Working under the supervision of Roy J. Pomeroy, director of sound effects at the Hollywood plant, and James Wilkinson, head of the cutting department, specialists are working in the preparation of sound film.

Projection apparatus working in synchrony with the sound film makes it possible to throw the images of players on a miniature screen and hear their voices and incidental sound or music effects simultaneously. In addition to the sound-film projector, synchronous cutting devices have been installed to aid in this new branch of studio work.

Andy Newmen and Merrill White, have been detailed as specialists in cutting sound film.

Stoll Appointed

H. H. Stoll, of the Keith-Albee-Orpheum Circuit, has been created, Director of Personnel, and is inaugurating a new usher system for the K-A-O circuit from Coast-to-Coast for the new season.

Tom Hamlin Back at

Desk after Illness

Thomas Hamlin, Publisher of the New York regional trade journal, Film Curb, returned to his desk today Monday, after three month's absence.

Mr. Hamlin underwent two very serious abdominal operations and was confined at the Hospital for Joint Diseases since May 27th. After a week in the country, he has returned to again visit his many friends around the curb.

75c Schine Dividend

The regular quarterly dividend of 75c a share has been declared by directors of the Schine Theatre Circuit. It is payable on September 1st. Earnings are equivalent to \$8.63 per share.

Gathering of the

U. A. Clans In N. Y.

(Continued from page 1)

rumors of Schenck's retirement and subsequent denials, floating about, the producer's imminent return was the signal for the faithful to gather about and allay their fears and to be assured that Schenck was not entertaining any thoughts of deserting the business.

Abraham Lehr, Vice-President of Samuel Goldwyn, Inc., John W. Considine, Jr., General Manager of Production of the Art Cinema Corporation; Gerrit J. Lloyd, Arthur W. Kelley, Harry D. Buckley and several others were all gathering around the conference table this week and talking the United Artists fall season over.

Lehr is preparing to release 320 prints of "Two Lovers" for American and foreign trade, which will cost over \$60,000. In addition 55 prints have been synchronized and 200 sets of records will be required.

COLUMBIA TO MAKE 'SUBMARINE' ROADSHOW

Columbia Pictures will road-show their underwater special "Submarine" as the second of its pictures at \$2 Broadway prices.

"The Scarlet Lady" with Lya de Putti, Don Alvarado and Warner Oland is now at the Embassy Theatre, New York, for an indefinite run.

A preview on the West Coast has established the fact, according to Columbia officials, that "Submarine" offers some of the most thrilling sequences ever witnessed on the screen. Jack Holt is presented in the novel role of a deep-sea diver.

Schenck Insists Talkies to

Vanish within 6 Months

(Continued from page 1)

"Sound pictures, meaning pictures synchronized with music and sound effects, have a very definite place in pictures and are here to stay", said Mr. Schenck. He stated further that his views in so far as "sound" was concerned, were his personal views and if he found that the American public wanted talking pictures, United Artists would give them production.

Among other things he mentioned were that,—he had sold seven United Artists pictures to the Russian Government; two Barrymores, one Chaplin, one Talmadge, two Fairbanks and one Pickford,—that he had signed S. N. Eisenstein, the Russian director for a picture,—that he had signed a new contract with Camilla Horn on the suggestion of his General Manager, John Considine,—that presentations in theatres in conjunction with pictures had taken a tremendous flop and this form of entertainment would be replaced by one and two reel novelty talking reels of vaudeville acts, etc., etc,—that talking picture equipment, now selling for \$8,000 and better, will be sold in a short time for less than \$500,—and that he personally is a politician and had been in politics all his life, but his personal desires, had nothing to do with the picture business and he knew the motion picture industry, could not and would not be delivered politically to any one organization.

SUES TO ENFORCE SERVICE CONTRACTS

Another step in the fight of Northwest exhibitors against the Minneapolis Film Board of Trade has taken place by the action of Clinton & Myers, theatre operators, in enjoining eight distributors from stopping service on contracts, as the result of an adverse arbitration decision and subsequent demands for cash deposits, following refusals of Clinton and Myers to recognize the authority of the Film Board.

Clinton has made a motion for a temporary injunction and a hearing will be held when the film companies prepare their answer. A claim was brought against the exhibitors by United Artists, to enforce existing contracts. By J. B. Clinton's action in refusing to recognize the board, a verdict was rendered against him and film service was stopped.

Flinn Here Aug. 27

J. W. Flinn, Pathe V.P. is returning from the Coast and will arrive in New York August 27th.

FILM BOARD SETTLES "WILD GEESSE" HOLD-UP

OMAHA—Suit of the Security Pictures Corporation against the local exchange here of Tiffany-Stahl, has been settled out of the Equity Court, where it was originally filed.

The settlement of this case which dates back twelve months ago, was the result of outside arbitration, and now permits the picture "Wild Geese" which had been restrained from showing by Security, will now be permitted to be distributed, together with certain other pictures, originally held up by injunction.

All prints and advertising matter bearing the Tiffany trade mark and name will be turned over to the local Tiffany office for distribution. Both sides were pleased that arbitration solved what the courts of necessity, delayed. The money settlement runs into five figures.



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THE PARK CENTRAL

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NEW YORK CITY

Turnbull Back with Lasky

Becomes "Editorial Specialist" to Associate Producers

By JOE BLAIR
Hollywood Correspondent

Hector Turnbull has returned to the Lasky lot. A contract was signed yesterday designating him as "editorial specialist" to work in conjunction with associate producers and the New York and Hollywood story departments in the selection of suitable screen material for both sound and silent productions.

The Lasky lot, is home to Turnbull. He was connected with Paramount almost from its inception until shortly over a year ago, at which time he has left to join Cecil B. DeMille at his studio. Turnbull was formerly associate producer for Paramount and is a brother-in-law of Jesse Lasky.

He will leave Hollywood shortly for New York to make a survey of current theatrical and literary successes from the angle of screen adaptability.

MAYO GETS "ON TRIAL" AS NEXT VITAPHONE

Archie Mayo was selected to direct "On Trial", the celebrated play by Elmer Rice which is the latest big Vitaphone all-talking picture. J. L. Warner has selected Mayo because of his fine work with Fannie Brice's Vitaphone special, "My Man".

"On Trial" will bring Pauline Frederick to the talking screen for the first time at the head of its all-star cast. Bert Lytell will play opposite her and other featured will include Lois Wilson, Holmes Herbert, Richard Tucker, Jason Robards and Johnny Arthur.

Griffith Starts

David Wark Griffith, this week began to film "The Love Song," a story of the Franco-Prussian War and the court of Napoleon III.

William Boyd has the principal male role; Jetta Goudal, Lupe Velez, George Fawcett and Albert Conti, are in the cast.

Rosenthal with U. A.

William Rosenthal has been appointed by Al Lichtman of United Artists as district manager of the middle western territory that embraces Chicago, Indianapolis, Minneapolis and Omaha exchanges.

Harry Lauder Promises "Full Money's Worth"

Sir Harry Lauder, now at work at Cricklewood Studio, London in the Welsh-Pearson-Elder production "Auld Lang Syne", believes the public will get their money's worth from this film as he will be on the screen practically throughout the picture. His remark, of course, was made with a very sly wink.

STUDIO GOSSIP

Universal has engaged Haakon H. Hammer, noted polar explorer to assist Alexander J. Grubb in the preparation of the scenario for the Arctic Expedition picture which Edward Montaigne will supervise.

"Romco and Julia", a novel by Sydney Horler, has been added to their production schedule for this year by British Instructional Films, Ltd., of London.

Maude Fulton, playwright and scenarist has been engaged to write dialogue for Fox movietone. She begins work on September 15th.

Hector V. Sarno and DeWitt Jennings have been cast by director Joseph Henaberry in Reginald Denny's first talking picture, "Red Hot Speed," now in production at Universal City.

Robert Lord has adapted and constructed the dialogue for "On Trial" the Vitaphone-Elmer Rice play, with the aid of Max Pollack, N. Y. stage director.

Greta Grenstadt, Margaret Lee and Eddy Boland have been added to the cast of "Erik the Great," the James Creelman story featuring Conrad Veidt and Mary Philbin under the direction of Paul Fejos.

"Interference" the Paramount picture to go into production will use no extras. Four players, Doris Kenyon, William Powerll, Clive Brook and Evelyn Brent will carry the burden.

Fred Kohler, screen heavy, has been borrowed by Pathe for a role in "The Spielers."

"Dirigible", Paramount's big special has been postponed indefinitely. They are working on the story and it may be several months before production actually starts.

Preparations are under way at Universal City for the production on a large scale of a talking and musical motion picture, "The Minstrel Show." This story was written by Norman L. Sper and George R. Rogan.

Leila Hyams who has completed a role in "Alias Jimmy Valentine" for Metro-Goldwyn-Mayer, may get a five-year contract from that company.

Vilma Banky, having nearly completed "The Awakening" for Samuel Goldwyn, may make a quick trip to New York, about September 10th.

"Taras Bulba" famous Russian novel of the Tartars has been purchased by John W. Considine, Jr. for a United Artists sound production.

John Boles, now a Universal star, has been loaned to Metro-Goldwyn-Mayer to play opposite Norma Shearer in "The Little Angel." Robert Leonard will direct.

A DAY AT 1st NATIONAL

Extras lined two-deep at the soda fountain—the most popular spot on the lot . . . The scramble for the outside tables in the Patio lunch room, where the cool breezes blow . . . The gateman with his heavy chain, to bar automobiles not having passes . . . Corinne Griffith, sad-eyed, attends a huge church wedding . . . Edmund Lowe sits at her side . . . Kathryn Carver is the bride, and is beautiful . . . So is Frances Hamilton, the maid-of-honor . . . Rev. Neal Dodd, pastor of Hollywood's "Little Church Around the Corner," in a nifty golf suit, tells them how to conduct the ceremony . . . It's the first wedding in months he has witnessed, real or reel, without officiating . . . Director William A. Seiter, using a loud-speaker in a church . . . Nancy Kenyon, the petite niece of Mrs. Milton Sills, is a wedding guest . . . Winds blowing, and sirens howling on "The Haunted House" set . . . Chester Conklin hanging on to his hat, coat-tails flapping in the breeze . . . Flora Finch screaming at the top of her voice . . . Thelma Todd in riding boots, watching from the sidelines . . . Barbara Bedford slips through the doorway, just missing Montagu Love, who is in a terrifying make-up and a long, black robe . . . William V. Mong in sanctimonious garb . . . Director Benjamin Christensen shouting strange sounds through a megaphone adds to the apparent confusion . . . Really everything is properly timed and carefully rehearsed . . . Charlie Murray, wearing a cop's uniform, is slapped with a billy in the hands of a crook, and falls to the floor . . . Yola d'Avril faints and falls in a chair . . . Doris Dawson and Charles Delaney in a love scene . . . Lucien Littlefield astonished at the sign: "William Beaudine Company; Visitors Welcome" . . . Never heard of before at a studio . . . And the tour is ended.

Ann Christy has been engaged for "The Love Charm" a Tiffany-Stahl Color Classic which Howard Mitchell will direct.

"The Port of Dreams" is the final title of "Salvage" which Mary Philbin stars in for Universal.

Conrad Nagel will be Vilma Banky's leading man in her next production "Romance" which Al Santell will direct.

Marjorie Daw has contracted to do five more pictures for Charles Rogers and Harry Brown, for Educational release.

Wallace MacDonald will play the heavy in "The Pearl Story" being made by Tiffany-Stahl, directed by Elmer Clifton.

Arthur Lubin is en-route to New York to appear in a stage play.

Monte Blue's "The Greyhound, Ltd." which will go into Warner production shortly, will be directed by Howard Bretherton.

CONSTANCE TALMADGE TO MAKE U. A. FILM ABROAD

Constance Talmadge will make her next production in Europe according to plans laid by Joseph M. Schenck. The United Artists head cabled Mrs. Margaret Talmadge, Connie's mother, while he was abroad, and she accepted the proposition for Connie.

Dudley Field Malone, Schenck's European legal representative, is handling the details for this production, inasmuch as Schenck is now back in New York. "Three Passions" the Rex Ingram picture now being made at Nice, may be the film in which she may play.

Moomaw Starts Mormon Historic Picture

Louis Moomaw, who will be remembered for his Alaskan production of "Chee-Chaw-Kos" some years ago, will produce a Mormon picture in Utah which will delve into the history of that romantic sect.

Two notable players have been signed by Moomaw for the starring roles—Ben Lyon and Marie Prevost. Production will start within a week, in Utah.

JOLSON'S "SINGING FOOL" —"MY MAN" COMPLETED

Three of the biggest road shows for release by Warner Bros. this season were completed this week at their studio. All of them are pictures in which Vitaphone sound will figure prominently. The first to be finished was "The Singing Fool" starring Al Jolson.

Fannie Brice completed work on her first motion picture, "My Man" directed by Archie Mayo and the third of the trio now in the cutting room is "The Redeeming Sin" starring Dolores Costello.

"Show Girl" Completed

"Show Girl," the motion picture version of J. P. McEvoy's best selling novel, has been completed at the First National Studios with Alice White in the title role.

Alice White will be teamed with Jack Mulhall in "Ritzy Rosie," soon to go into production.

Critics Rave over

New Russian Film

Several Americans in the film industry who have just returned from Europe are raving about a Russian picture seen in a Paris theatre, called "The Demon Steepe". They claim the picture is the most thrilling they ever witnessed. It is not a propaganda film but it deals with a political and love romance.

Stanley Shoots 1-R

Film Over Night

A one-reel talking film short was shot over-night, starting yesterday at 8 o'clock in the Manhattan Studios. A specialty film was made of a night club producer and his troupe which will be used in a vaudeville tour over Stanley and K-A-O houses. Victor records and orthophonic reproduction will be used as the synchronizing device for the picture. Stanley Educational Division is making the picture.

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 45

New York, Thursday, August 23, 1928

FIVE CENTS

OBSERVATIONS

Considine

John W. Considine, Jr., is a very important part of United Artists. More important than a lot of people think. You know several months ago, Hollywood was flooded with rumors that he was leaving U. A. Was being let out by Joseph Schenck. Of course they were all silly rumors. But if anyone wants to get a side light on "Johnnie", and his worth and importance, he has but to talk to Joseph Schenck for a few minutes. Considine will be with U. A. as long as Schenck and longer if he chooses.

Fair Shake

We don't think Aaron Sapiro has any kick coming as to the attitude and support accorded him by members of his organization. This crowd of exhibitors with one exception, stuck to the bitter end. Stuck in the face of almost certain defeat and knowing that defeat would be a terrible blow to most of them. This was an unusual condition for an exhibitor organization due to past history.

"Run-Outs"

As soon as any organization of exhibitors was formed, in the past, ten minutes after its formation there were "run-outs". In the case of the Sapiro group, there was only one, but this one proved of sufficient importance to break its back. Some of the members have gone so far in their accusations to imply that Mayer and Schneider (the deflected members) were included by one of the big organizations to take this move in order to test the strength of such an organization.

Ill Feeling

There was quite a bit of ill feeling towards Sapiro personally, by several of the larger producers. They resented his attitude towards the Film Boards of Trade, his actions of talking too freely to the press on picture matters he was not acquainted with and also, his cablegram to the French Exhibitor Association regarding Will Hays. Sapiro was very badly advised in a lot of things and this together with the loss of both suits recently instituted sort of rings down his curtain.

WILKERSON

TELEVISION SETS ON SALE IN 60 DAYS IN ALL N. Y. STORES

A Commotion

There was quite a commotion in one of the Loew Theatres recently, due to a woman yelling at the top of her voice in the lobby, "I want my money back". The manager was brought to her and was told the same in to see a talking picture and there was none. The house was playing "The Racket".

FBO TO START ALL TALKIE ON COAST

Although FBO has already broken into the sound field with two films in "The Perfect Crime" and "Hit of the Show", it is to commence shooting its first actual all-talker in three weeks at Hollywood. A melodrama, the title of which will shortly be announced by William Le Baron, will go into production.

Four engineers left New York City on the Century, Wednesday, for Hollywood to supervise and take charge of the immediate installation of additional Photophone equipment for this first All-Talker from FBO. (Continued on page 2)

Wm. Fox In Detroit

William Fox and John Zantl left town yesterday for Detroit, to place their final O.K. on the new Fox Oriental Theatre which is scheduled for opening around Labor Day.

"Our Gang" Personal Appearance Sept. 8

Hal Roach's rascals "Our Gang" are en route to the East in a special car and will make stops in the principal cities. Ray Coffin, Roach's personal representative is in charge of their personal appearances.

The 'gang' will land at the Capitol Theatre in New York, the week of September 8th.

Rubin In Tomorrow

J. Robert Rubin, vice-president and general counsel of Metro-Goldwyn-Mayer, arrives home from Europe on the Berengaria tomorrow accompanied by his wife and small son.

L. A. YOUNG DUBIOUS ON TALKIE FUTURE

Will Shortly Launch Sound, Voice, Color and Third Dimension

PARIS—L. A. Young, President of Tiffany-Stahl and Grant L. Cook, Secretary Treasurer of the Company who are touring Europe on business may acquire a number of French and English pictures for distribution in the United States.

Young expressed himself as dubious over the future of talking pictures as he did not feel that there are many stars with good voices, but he plans nevertheless to supply exhibitors with what they want.

Pictures with sound, voice, color and the third dimension, all coming. (Continued on page 2)

INTERNATIONAL FILM CONGRESS IN SESSION

BERLIN — 600 delegates from every European country, including Russia, assembled Tuesday to attend the opening of the International Film Congress.

The Congress was called on the initiative of the German National Cinema Theatre Owners Association which is seeking to establish a pan-European film exchange. (Continued on page 2)

Universal Plans 7 Quota Sound Pictures In England

VICTOR AGREEMENTS WITH W. & G. ELECTRICS

CAMDEN—To keep abreast of the times, the Victor Company, in addition to its own extensive research organization has entered into agreements which make available the co-operation of the engineering facilities of the Western Electric Company, the General Electric Company, American Telephone and Telegraph Company and the Westinghouse Electric & Manufacturing Co., in the field of sound reproduction and recording.

To Sell at \$100 — Radio Stations to Furnish Moving Pictures

Television sets in America will be on the market within 60 days and will sell for around \$100 or \$125 each, according to B. W. Sangor of the American Baird Television Corporation, 1/2 owner of the enterprise.

Samuel Izenstark, interested in the American company, and incidentally a pioneer of wireless manufacture in the U. S., predicts that several hundred thousand sets will be installed in homes within the next twelve months.

According to Izenstark, there is little doubt that television will soon be a serious rival to the films. While it will not rival the full-length screen in effect, the counter attraction will be sufficiently serious to constitute a menace, from the novel. (Continued on page 2)

WARNER FAREWELL TO "TEX" GUINAN TODAY

Warner Bros. are entertaining fifty members of the press today at Sardi's at a farewell luncheon to their newest Vitaphone star, Texas Guinan, who leaves Sunday for Hollywood where she will begin work immediately upon an all-talking picture, "Queen of the Night Clubs".

May Relieve Bryson of Production Duties

By SAM HARRIS
"Today's Cinema"

LONDON — "European" the company controlled by Universal Pictures and of which J. V. Bryson is managing director, will go into the production of British features, expecting to get well under way before Christmas.

In an interview Bryson stated that "We are going to make British pictures but do not propose to bring a flock of people over here to do it. (Continued on page 2)

DAILY REVIEW

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



Due to the illness of John S. Spargo, his daily column "Main Street" was omitted yesterday and today. Film Row looks forward to Spargo's quick recovery and the return of his sparkling column.

Television Sets on Sale In 60 Days In All N. Y. Stores

(Continued from page 1)
elty interest alone.

Several Metropolitan Radio stations among them WRNY are preparing to begin active broadcasting of television from their own studios and sight and sound motion pictures will be coming over the ether to sets in the home shortly, on a 3-inch ground-glass field.

All Metropolitan department stores will have the television sets on display and sale.

Sell Hippodrome?

Rumors are again afloat that the Keith-Albee-Orpheum Circuit would shortly sell the Hippodrome Theatre to non-theatrical buyers who will demolish the theatre and construct a hotel or office building.

Sheehan and J. Warner Elected to W.C. Group

Winfield R. Sheehan, Fox V. P. and Jack L. Warner, Warner Production Chief have been elected first and second vice-presidents of the West Coast Motion Picture Producers.

Inspiration Pictures, Inc., have been elected to the organization, with Henry King representing them at the meetings.

HOWARD-PATHE FILM PREVIEWED AT N. V. A.

The Pathe production "A Ship Comes In" was shown the other evening at the National Vaudeville Artists club house at a dinner tendered Chief Frederick A. Tuttle of Ellis Island.

This story of immigrant life, ably directed by William K. Howard, now the ace director on the Fox Lot, features Rudolph Schildkraut, was enthusiastically received by a large attendance of immigration officials who had come as a compliment to their chief.

LAEMMLE PROMOTES TAYLOR DIVISION MGR.

Harry Taylor, for several years the Universal exchange manager in the Kansas City territory, has been promoted to a Division Manager by order of Carl Laemmle, Universal president, according to an announcement just made by Lou B. Metzger, that company's general sales manager.

The new Kansas City manager is Harry Hynes, for some time the star salesman in the Kansas City office. His promotion is another example of Carl Laemmle's insistence on "promotion from the ranks".

FBO to Start All Talkie on Coast

(Continued from page 1)

Part of this equipment includes portable recorders and special equipment for exterior scenes.

These engineers will be met by Mr. Lee Clarke at Hollywood, one of Kennedy's sound staff in charge of technical sound division.

Mr. Le Baron left for Hollywood Thursday, after signing a number of players for the first 100% Talkie.

L. A. Young Dubious on Talkie Future

(Continued from page 1)

bined, is young's plan for his company. He further stated that it was two years since he took the firm in hand and it is now doing the biggest business of any independent. Some of the methods used it he steel and automobile business by Young in Detroit will be transferred to the picture business, according to Young.

Employees of the Tiffany-Stahl company are to share in a 10% cut of the net profits.

Smith Finds Exhibs Want Good Talkies

Cresson E. Smith, Assistant General Sales Manager of United Artists Pictures returned yesterday from a three-week sales trip to the middle west and reports a new exhibitor reaction to sound pictures.

He found that they are now demanding sound pictures but they must be good ones, since the novelty of the new form of entertainment is now being taken as a matter of course.

Smith will leave New York again today for a return trip to Chicago.

James Creelman Signed By William Le Baron

James Ashmore Creelman, successful newspaper man and writer has been engaged by William Le Baron to lend his endeavors in selecting story material for FBO sound production.

Creelman has been given an important assignment and a long term contract.

FRANK STARTS NEW NEBRASKA CHAIN

WATERLOO, Iowa — Alexander Frank, operator of the Plaza and Rialto Theatres here has sold his interests in the houses to the Waterloo Orpheum Building Company.

Frank will open a new 1,000 seat theatre in York, Nebraska, representing an investment of \$125,000, which will be the first of a chain of Nebraska theatres to be constructed in cities of from six to 15,000 population.

The York Theatre will offer silent and talking pictures as well as 3 standard acts of vaudeville every Friday and Saturday and dramatic stock every other Monday.

Vidor Tests Shot

Tests were shot at the Manhattan Studios in New York yesterday of a large number of negro players for King Vidor's first all-negro feature for Metro-Goldwyn-Mayer.

Ethel Waters was one of the number whose test will be forwarded to Vidor. Al Morris made the tests.

Jacobson Supervises

Sam Jacobson, publicity chief at Universal's west coast studio has stepped out in the role of a supervisor. He has authored a series of novelties to be directed by Jacques Rollens and will supervise the production of them.

Universal Plans 7 Quota Sound Pictures In England

(Continued from page 1)

—at least no stars; we shall make our own stars here."

He explained that Universal will send over someone accustomed to production, who would take the business off his hands.

"We shall certainly put sound to the new films because we shall never get an American release otherwise. Provided the necessary equipment can be obtained in time from Western Electric the sound sequences for the quota pictures to be made in this country will be made in England as part of the film, otherwise the production will be sent to America to be synchronized with a musical score. Seven Quota features are planned for the first year."

International Film

Congress In Session

(Continued from page 1)

European trust powerful enough to dictate to European as well as to American distributors, according to the New York Times.

No American film emissaries are officially present at the Congress.

"Godless Girl" Report

John C. Flinn wired Colvin Brown from Hollywood that the opening performance and presentation of C. B. DeMille's "The Godless Girl" at the Biltmore Theatre in Los Angeles, scored very heavily. The riot scene and the death of the little girl were the dramatic high-spots in the film.

Paul Whiteman Makes "Felix the Cat" Number

Paul Whiteman and his band have made a Columbia record, released August 20th, of "Felix the Cat," the song and instrumental number which was inspired by the Felix the Cat animated cartoon comedies released by Educational Film Exchanges, Inc.

Lady of the Lake

James A. Fitzpatrick, now in London, will produce Sir Walter Scott's "Lady of the Lake" in Scotland. He recently completed synchronization of "The Melody Master" with Victor records.

Straus Birthday

Miss Lillian Joan Straus, secretary to A. Pam Blumenthal, President of Stanley Educational Division, celebrated a birthday yesterday.

STOCK SHOTS

Scenes of every conceivable nature, such as: Fires, Floods, Warfare, Sports, Riots, Animals, Dawns, Wrecks, Etc.

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TRAVELERS select the Great Northern for its wonderful location in Chicago's "loop". They return because the large comfortable rooms, homelike environment, attentive service, excellent food and moderate charges make it an ideal hotel.

400 Newly Furnished Rooms,
\$2.50 a day and up. Sample
Rooms \$4.00, \$5.00, \$6.00, \$7.00
and \$8.00.

Walter Craighead, Manager
DEARBORN STREET FROM JACKSON
TO QUINCY
New Garage One-Half Block



COMING!
"SUBMARINE"

A MIGHTY *Starring* DRAMA OF THE SEA

Jack Holt

Dorothy Revier Ralph Graves

An IRVIN WILLAT
PRODUCTION

DIRECTED BY
FRANK CAPRA



NEVER SO THRILLING A PICTURE!

Considine Sums up U. A. Prod.

Rod La Roque's First United Artists Film Pushkin's "The Shop"

John W. Considine, Jr., general manager of United Artists productions, announced yesterday that thirteen of the nineteen United Artists pictures being distributed by that organization are either completed or in production. "Steamboat Bill, Jr.," "Two Lovers," "Tempest," "The Woman Disputed," "The Battle of Sexes," "Revenge" and "Hell's Angels" are completed.

Vilma Banky's "The Awakening," D. W. Griffith's "The Love Song," Ronald Colman's "The Rescue," Douglas Fairbanks' "The Iron Mask," Rex Ingram's "Three Passions" and Henry King's "She Goes to War" are in production, four of the films almost completed.

Gloria Swanson's "Queen Kelly" enters production before September 1. Charlie Chaplin's unit is building sets for "City Lights". Camilla Horn is en route to California to play opposite John Barrymore in the Ernst Lubitsch production that will be started within a few weeks. Mary Pickford's story is nearly ready and production begins in September. Roland West's "Nightstick" and Herbert Brenon's "Lummox" have been scenarized and adapted and they have reached the casting point.

Directors whose pictures will be represented in this array of pictures include, Charles Chaplin, D. W. Griffith, Eric von Stroheim, Ernst Lubitsch, Herbert Brennon, Henry King, Edwin Carewe, Sam Taylor, Luther Reed, Alan Dwan, Fred Niblo, Rex Ingram, Roland West, Victor Fleming and Charles F. Reisner.

The director for the Harry Richman pictures, to be made at the Cosmopolitan Studio in New York, has not been selected as yet. Production will start in the near future.

Mr. Considine further announced that stories of two U. A. pictures have been selected. Both are based on Russian tales, the first written by Alexander Pushkin, the second by Nickolai Gogol. Both pictures will be filmed with sound, and with dialogue.

Rod La Roque, star of "Resurrection" will be featured in "The Shop", based on a Pushkin story. This same Russian poet's "Dubrovsky" was adapted for Valentino's "The Eagle", which Clarence Brown directed and in which Vilma Banky appeared.

"Taras Bulba", Gogol's story of the Cossack hetman and his two sons, will be filmed as a United Artists special. This work by the author of "Dead Souls" once was picturized in Europe.

'SHANGHAI GESTURE' AUTHOR WITH M-G-M

John Colton, author of "The Shanghai Gesture", now doing several originals at the Metro-Goldwyn-Mayer studio, arrived in New York yesterday. He has just completed a story of tropical adventure, not yet titled, which will serve as a starring vehicle for Greta Garbo when she completes her role in "A Woman of Affairs". The playwright-scenarist also titled a number of recent M-G-M productions including "The Cossacks", "Four Walls", and "White Shadows in the South Seas".

Kalich with M-G-M

Lillian Kalich, daughter of the well-known Jewish actress, Bertha Kalich, left last night for the coast, where she will join the Metro-Goldwyn-Mayer scenario department and possibly assist in the production of talking films.

Miss Kalich, who was signed by Harry Rapf during his recent trip to New York, has acted as general stage and art director for several of her mother's productions.

Horn to Sail Sept. 8

Camilla Horn, the young German girl who came from UFA in Berlin to United Artists in Hollywood and then returned for a visit home, after appearing in John Barrymore's "Tempest" sails for America on the S. S. Ile de France, Sept. 8th.

Loder In "Unholy Love"

John Loder, new Famous-Players-Lasky star, will first be seen in this country in "Unholy Love" the initial release of the newly formed Affiliated European Producers, Inc.

Chaplin Divorce Up

HOLLYWOOD — The Chaplin-Lita Grey divorce case comes to court today for final decree in the interlocutory divorce granted her in 1927. With the decree goes an award of \$750,000.

It is reported that Chaplin's former wife may marry Roy D'Arcy.

9 Mos. for Roesner

According to date, today marks the ninth month of the engagement of Walt Roesner, Master of Ceremonies and conductor of "The Capitolians," on the stage of the Capitol Theatre.

Incorporations

The Orange Theatre Corporation has been formed in West Orange, New Jersey, with \$100,000 capital.

The Photo-Television Corporation was formed in Manhattan this week, with \$50,000 capital.

The Hyman Productions have been formed in Manhattan to engage in motion pictures, with a \$20,000 capital.

The Recording Laboratories of America, Inc. have incorporated in Delaware with \$500,000 capital.

The Protecto Films of New York have increased their stock shares from 300 to 699, of which 300 are preferred at \$50 each.

STUDIO GOSSIP

"The Collegians on Horseback", the fifth of the third series of "Collegians" is being edited at Universal. The cast includes George Lewis Dorothy Gulliver, Churchill Ross, Eddie Phillips and Colette Merton. Nat Ross directed.

Charles Furthman, who prepared the screen play for "Abie's Irish Rose" at Paramount, is working on the continuity of "The Case of Lena Smith" which Josef von Sternberg will put into production very soon. Esther Ralston will have the lead.

The "Show Boat" company have returned to the Universal lot after being away on location for five weeks on the Sacramento River. All the scenes of the show boat, itself, were completed.

"Sal of Singapore" the Pathe picture, has been completed and is in the cutting room. The picture was directed by Howard Higgin, starring Phyllis Haver.

The William Wyler Universal picture "The Shakedown" has been completed. James Murray and Barbara Kent are featured. Equipment for the sound projection room has been received at Universal City and will be installed immediately.

Tony Gaudio will "crank" first camera on the Inspiration picture "She Goes to War".

"Mickey's Movies" the first of the new juvenile series being made by Larry Darmour for FBO went into production this week.

Floyd Schackelford, well known actor, has been signed by Warner Brothers for two pictures. His first will be "Hard Boiled Rosie" finishing this he will work in "Stark Mad".

Charles Kenyon, the writer, is doing an original for Universal. It will be titled "The Play Goes On".

Trem Carr will make "The Isle of Lost Men" for Rayart. It is from a magazine story by F. I. Nebel.

Edward Sedgwick, whose directorial vehicles include "Spring Fever", and "West Point" and who has just completed Buster Keaton's new Metro-Goldwyn-Mayer film, "The Cameraman", will direct the second in the series of comedies which Keaton will do for this company.

No title has yet been selected for the new Keaton picture.

Many of the scenes for "The Cameraman", which will be one of the earliest new season releases, were made on location in New York City.

The first screen actress of Indian descent, Dorothy Janis, will play her initial role for Metro-Goldwyn-Mayer as the heroine of Tim McCoy's new starring vehicle, "Humming Wires". This film, which is concerned with the romance of the first transcontinental telegraph, will be made on location in Glacier National Park, Montana.

EDUCATIONAL HAS ELEVEN FOR FALL

Educational has eleven pictures, all new season's product and all excellent for early fall showing, which it will release to exhibitors during the month of September. This does not include the regular issues of Kinograms news reel which will be released twice each week. There are six two-reel comedies, one two-reel aviation thriller, two one-reel comedies, two one-reel novelty or magazine subjects and the Kinograms releases on the month's program.

D'ARRAST TO DIRECT CHEVALIER IN SOUND

A motion picture with an international appeal, enhanced by vocal and musical synchronization, will serve as the vehicle to introduce to the world's screens Maurice Chevalier. He arrives in the Hollywood film Colony early in October.

Simultaneously with Lasky's announcement that Chevalier is due in Hollywood within a few weeks came word that H. D'Abbadie D'Arrast, personal friend of Chevalier and one of the most successful of the younger school of directors, will direct the production. D'Arrast was responsible for Adolphe Menjou's recent "A Gentleman of Paris," "Service for Ladies," and "Serenade," and he directed Florence Vidor in "The Magnificent Flirt."

Fox Borrows Windsor

Fox has borrowed the services of the blonde star, Claire Windsor from Tiffany-Stahl for a picture. She is to work opposite Victor McLaglin in the "Black Gang" which will be directed by Jack Blythstone.

Anna May Wong

BERLIN—Anna May Wong, Hollywood film star, who appeared in the title role of "Song" produced in Germany by Richard Eichberg, has received lavish praise from newspaper critics on her work in the film. It will be distributed by the British International Company.

Urson Drowned

Frank Urson, Hollywood director, and formerly associated with Cecil B. DeMille, was drowned in Michigan on August 17th. Urson's last work on "The Godless Girl".

Harvey In Charge

The Pathe publicity, exploitation and advertising are now under direct supervision of George Harvey. P. R. Parsons, formerly in charge of the entire department is now handling newspaper, fan and general publicity, and Rutgers Neilson is taking care of trade publicity.

3 K-A-O Houses Sold

Three choice Keith-Albee-Orpheum theatres have been sold to the Shuberts. They are the Majestic in Chicago, the Keith's Chestnut Street, Theatre, Philadelphia and the new Keith Theatre in Boston.

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 46

New York, Friday, August 24, 1928

FIVE CENTS

OBSERVATIONS

Well—Well!

Nobody seems to believe the Paramount-Vitaphone yarn, not even the parties involved, but we are willing to rise or fall by it. Our information is unquestioned, in so far as we are concerned and we will not weaken on it. Everything is being thrown our way and have been given a bit of a scolding. Nevertheless—we believe the story whether you do or not.

Park Central

Looks as if a lot of the gang are moving out of the Astor and into the Park Central. At lunch the other day at the P. C. we were surprised to see so many picture people. Also, we are told, this hostelry is housing quite a few from pictures in their apartments. Is the Park Central to be the new motion picture mecca?

Marion Nixon

Marion Nixon stepping out. Her work in "Out of the Ruins" the Barthelmess picture at the Strand is astonishing. It came as quite a surprise to us who have been in the habit of seeing this little artist in roles that required no ability, to witness her, almost, walking away with the picture in a role that calls for everything that a superb actress could demand. Watch Marion from now on.

Ala Walker

Tex Guinan pulled a Walker on the assembled scribes yesterday. Invitations read 12:30 and La Guinan did not show until 1:30. However a good time was had by all. Due to the tremendous publicity given to her court appearances, her escapades and the fact she has been hostess to most of the world in her night clubs, Texas Guinan should be a tremendous bet for Warners.

WILKERSON

PATHE MOVES ALL PRODUCTION ACTIVITIES TO CULVER CITY

FIRST FOX TALKIE OPENS IN L.A. OCT. 3

The Fox fifty percent talking picture, "Mother Knows Best" will have its world's premier at the Carthay Circle Theatre, Los Angeles, Oct. 3rd. This is the first production from the Fox lot to have any talk in it. In the picture Madge Bellamy, who is being starred, in addition to some talk and songs, gives impersonations of Al Jolson, Anna Held and Sir (Continued on page 2)

Monta Bell Testing For Talkie Mystery

Paramount Famous-Lasky will produce an all-talkie mystery melodrama at the Astoria Studios this Fall, to be directed by Monta Bell. Tests of several Broadway actors were taken yesterday. Elinor Glyn was also a visitor at the studio.

EASTMAN-KODAK HAS 70 BIG SUBSIDIARIES

The Eastman Kodak Company now has 70 subsidiary companies among which are 40 Cine-Kodak processing stations all over the world and the Kodoscope Libraries with 30 branches in major cities to rent photoplays in 16 mm film to owners of home movie projectors. Within the past 12 months, the company has produced the f. 1. 9 Cine Kodak, capable of making mo- (Continued on page 2)

Buck Jones Calls One

Buck Jones, at the A.M.P.A. luncheon yesterday told several of the scribes present that instead of calling his first independently made picture "The Big Hop" it should be called "The Big FLOP". Buck is quite frank about it. Eh.

EXCELLENT PICTURES TO CONTINUE OPERATION

THE DAILY REVIEW printed a story several days ago that a re-organization was being effected within the ranks of Excellent Pictures, that Samuel Zierler, its President would get out and M. A. Chase would assume the control formerly held by Zierler.

The story it seems, caused some theatres and exchanges to gather (Continued on page 3)

WARNER 'CLARIFIES' ATTITUDE ON SALE

Harry M. Warner reiterated his stand on the reported news that Paramount Famous-Players Corporation now controls Warner Brothers-Vitaphone.

At the Guinan luncheon, Warner stated that "as long as he lives, we will not sell out to anybody!"

He had previously stated that anybody could buy control of the com- (Continued on page 3)

Sistrom, Block and Bern Supervising All 1928 Releases

All Pathe production will be concentrated hereafter at the Pathe Studios in Culver City. The lease held by Pathe on the Metropolitan Studios has expired and all units working there have been moved to Pathe's own plant, which will be devoted exclusively to Pathe product, according to Colvin W. Brown, Executive Vice President.

Brown further says that production is so far advanced on the 1928-29 program that the first features for release on the 1929-30 schedule will be placed in production in October.

William Sistrom, General Manager (Continued on page 2)

U. A. TIES UP GEO. WHITE FOR SOUND

George White, famous Broadway producer of the Scandals has announced his intention of quitting the legitimate field and entering the talking picture business.

The producer did not divulge with which company he would affiliate himself, but he plans to make a musical comedy with score by Irving Berlin, with which Joseph M. Schenck will be affiliated.

White stated that the producing (Continued on page 2)

GUTTMAN ASKS BAN ON INTERNATIONAL HATE

The European Film Congress gathered in Berlin has been advocated by its President, Leopold Guttman to ban films which might arouse international hatred. As a result of the plea, this body passed a resolution calling upon theatre owners throughout the world to refrain from exhibiting pictures which might defame any one nation or otherwise cast aspersions on its national sentiment. (Continued on page 2)

Allvine Returns

Glenn Allvine, Fox Publicity, Exploitation and Advertising head returned from the Coast yesterday and is back in active swing at the home office.

Fox-Poli Final Papers Signed--Float 10,000 Shares

The signing of the final papers between William Fox and Sylvester Z. Poli for the acquisition of the Poli chain of theatres by Fox Theatres Corporation was announced yesterday from the offices of William Fox in the Roxy Theatre Building. With the ironing out of the last of many details involved in the transaction Fox Theatres Corporation is now in full possession of the Poli New England chain.

With this final signing Mr. Fox stated all the Poli Theatre properties are turned over to Fox Theatres

Corporation free and clear of any encumbrance other than the purchase money mortgage which Mr. Poli has taken on this transaction.

The general policy will be shaped and announced in the early part of September. Movietone will play an important part in the new policy of the Poli Chain.

Fox Theatres, Inc., will issue 10,000 shares of a new stock in the New England Theatres Corporation which has been organized in Delaware. The purpose of the company is a holding one for the Poli Theatres.

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

W. R. WILKERSON, Publisher and Editor

Abraham Bernstein, Managing Editor; Herman J. Schleier, Business Manager; B. F. Livingston, Circulation Manager.

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemphreath 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wadour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

VITAPHONE TO MAKE TWO WITH GUINAN

H. M. Warner, Texas Guinan, Harry Hershfield, Tammany Young and several columnists were the principal speakers at the farewell luncheon given to Texas before she leaves for Hollywood Sunday to begin production of a Vitaphone picture.

Warner stated that it would not be a cabaret picture principally but a picture that would show the good side of Miss Guinan's life and works. The night-club star will "make a talkie for Warners and a Squalkie for the Government" as she so aptly put it. After a brief interlude in New York, she will return to Hollywood to make a second film.

Newsreels Film War Ban by 17 Nations

The International Kellogg-Anti-War Treaty will be celebrated in Paris starting Saturday, at the American Embassy. 50 cameramen and four newsreel cameras will record the ceremonies attending the signing of the Kellogg treaty by some 17 nations.

MAX WEISS TO LEAVE ON EUROPEAN MISSION

Max Weiss of Artclass Pictures is planning an extended European sales trip, taking with him prints on the entire Artclass production line-up.

He will visit England, France and Germany and possibly all other countries, and may arrange new affiliations in territories where the product is not now represented. He will be gone for three months and may leave New York about September 1st.

Louis Weiss will be in charge of the home-office during his absence.

Guttman Asks Ban on International Hate

(Continued from page 1)

Another resolution passed at its meeting yesterday was an appeal to producers to use all their resources in the work of furthering the cultural mission of the film as a medium for international reconciliation.

27 EXCHANGES VIE IN SMITH T-S DRIVE

The E. J. Smith Testimonial Collection Drive being conducted by the Tiffany-Stahl sales force during the month of August is showing gratifying results and developing keen rivalry among the branches in every part of the country.

The ten leading exchanges are New York, Detroit, Cincinnati, Los Angeles, Cleveland, Buffalo, Omaha, New Haven, Milwaukee and Charlotte.

BRISKIN CHOSEN V. P. OF STERLING PICTURES

Irving J. Briskin, with Sterling Pictures since its inception has been promoted to Vice-President. His duties will give him complete operation of the company, handling all matters concerning domestic and foreign sales. Henry Ginsberg is President of Sterling.

Briskin is a brother of Sam Briskin, assistant general manager of Columbia on the Coast.

TWO SPECIALS ON FBO SEPTEMBER RELEASES

FBO Pictures Corporation will distribute 6 features during September, two of which will be specials with music, sound and talking sequences.

On September 2nd "Taxi 13" with Chester Conklin and Martha Sleeper will be ready for exhibitors. "Dog Law" starring Ranger, the FBO dog star, will also be distributed on September 2nd.

On September 9th, "Stocks and Blondes", on Sept. 16th, "Charge of the Gauchos" and on September 23, "Hit of the Show" with Joe E. Brown in the lead, will be shown.

Laemmle Exploits Serials with New Gag

Carl Laemmle has issued a brochure to showmen in the industry on "How to Make Money With Serials"—a Universal text book on showmanship. In the foreword, Laemmle states that "It was the serial that created the movie-going habit in America and the rest of the world."

It is 86 pages long and is filled with helps and suggestions of all sorts for cashing in on shorts.

First Fox Talkie Opens In L. A. Oct. 3

(Continued from page 1)

Harry Lauder.

The production was directed by J. G. Blythstone and in addition to Madge Bellamy has a cast consisting of Louise Dresser, who plays the mother, Barry Norton, Albert Gran and Lucien Littlefield. The story is an adaptation from the widely read novel by the same name from the pen of Edna Ferber.

Chamber of Commerce Gets Talkie Apparatus

That some communities like talking pictures and are determined to have them willy-nilly, year or nea, is being demonstrated down in Temple, Texas, where the demand of the citizenry has resulted in the Chamber of Commerce enlisting in a drive to raise the money necessary to purchase equipment.

Fifty members of the Chamber of Commerce of Temple are raising the funds to put the apparatus in the new Dent Theatre being constructed.

JACKIE COOGAN ON PAR. BILL SEPTEMBER 7TH

Jackie Coogan, in person, will be the feature stage attraction at the Paramount Theatre for the week beginning September 7th. He will appear with his father in a song and dance routine styled "Introducing His Dad." Jack Coogan, Sr., was formerly a dancer in vaudeville.

Kohner to Make "U"-Sovkino Deal

Paul Kohner who has sailed for Europe, representing Carl Laemmle, will visit Russia to make a deal with Sovkino. Preliminary negotiations were started with Amkino, the American bureau of the Russian Soviet Film Producers, and the Russians expressed a desire to deal with Carl Laemmle direct, but will talk with Kohner instead.

Kohner has plans of co-operative film production between the company and the Soviets.

U. A. Ties up Geo. White for Sound

(Continued from page 1)

business holds no further lure for him and that he was tired of contending with temperamental actors and stage hands and that in the motion picture field, practically all of the obstacles that one meets as a producer have been eliminated.

BILTMORE ENJOINED ON 'THE RIGHT WAY'

The temporary injunction sought by the Biltmore Pictures to restrain Benjamin Stearns and the Oxford Film Exchange from distributing a picture "The Right Way", has been denied by Justice Schmuck.

A plea for a counter injunction was granted Stearns, who was represented by Louis Nizer; which prevents interference with Stearns making contracts with exhibitors, as owners of the film in the disputed territory. This means that those exhibitors who have contracted for the film will now proceed with their bookings without further tie-up.

In the Judge's opinion, the examination of Biltmore's evidence showed that the plaintiffs title to the film is defective, as Producers Security Corporation, from whom Biltmore obtained their 'rights', had no power to act for the owners of the film, after April 15, 1924, and that Biltmore, lacking prints and contracts for the pictures could not suffer any irreparable injury.

Eastman-Kodak Has 70 Big Subsidiaries

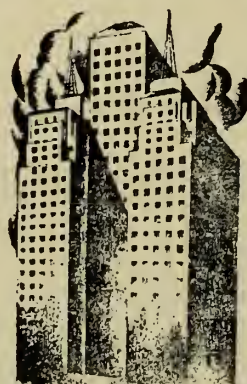
(Continued from page 1)
tion pictures under the most difficult light conditions, even indoors; the self-threading Kodascope which reverses or stops the film at the turn of the lever; the Kodalight for interior movie home illumination; panchromatic cine-Kodak film, a new X-Ray film and the color films.

Pathe Moves All Production Activities to Culver City

(Continued from page 1)

of the Pathe Studios, has as his associate producers Ralph Block and Paul Bern, both of whom are supervising several feature units.

Pathe serial production, moved from the Metropolitan Studios now turned over to Christie, is elevated to a part of the general production program. Phil Ryan is supervising the serials.



NEW YORK'S NEWEST AND FINEST HOTEL

SMARTLY NEAR THE CENTER OF THINGS

Around the corner from New York's exclusive shopping district, readily accessible to leading theatres, and railroad terminals, yet in a neighborhood socially correct and away from the noise and turmoil of the business district. The Park Central enjoys a location distinctly unique in its advantages.

Come to the Park Central, New York's newest and finest hotel, where you will find advantages heretofore unknown to American hostilities—Radio outlets . . . Electric Refrigeration . . . Five Period Salons and Roof Patios for private social functions . . . Swimming Pool . . . Roof Garden featuring Arnold Johnson and his world-famous orchestra . . . other features equally unusual and desirable. Single rooms five dollars per day and up. Double rooms eight dollars per day and up.

THE PARK CENTRAL

FIFTY-FIFTH STREET AT 7th AVENUE
NEW YORK CITY

Harold Lloyd Starts Sept. 4 on First Sound-Mystery P-F-L Release

By JOE BLAIR
Hollywood Correspondent

After several months of preparation, Harold Lloyd is slated to start shooting at the Metropolitan Studio, in Hollywood, on his latest production, and the first of the sound era, on September 4th. This will be exactly five years to a day that Lloyd started on "Girl Shy" his first feature as an independent producer.

While purposely avoiding the much overworked underworld theme, a considerable portion of the new Lloyd story will be set in San Francisco's Chinatown. Stress will be laid on the mystery element, with the general idea of the story being selected, aside from its wide-open comedy possibilities, for the effective openings for sound accompaniment.

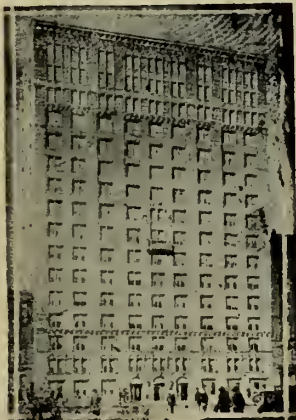
P-F-L First Talkie

Paramount are working night and day in an effort to get an all-talking picture on the market. Ruth Chatterton has been signed for a leading role in this production, as yet untitled with Roy Pomeroy experting on sound and William DeMille writing the scenario and directing.

Larry Semon Ill

LOS ANGELES — Larry Semon, comedian and director has suffered a break-down and has been taken to a sanitarium near San Bernardino, Cal. Mrs. Semon, Dorothy Dwan, has gone to live with her mother.

THE OGDEN



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with Serving Pantries**

Furnished or Unfurnished
Permanent or Transient
Excellent Food—Moderate Tariff
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"SAY IT WITH MUSIC" RICHMAN U. A. PICTURE

Announcement was made yesterday that the title of the Harry Richman picture to be made at the Cosmopolitan Studio in New York, would be "Say It With Music".

Irving Berlin, author of the story, the music and lyrics denies that this story concerning the romance of "Tin Pan Alley" pianist is a yarn about his life.

Berlin stated, "I want it definitely understood that no incidents taken from my private life will be found in this picture." "The story does center around a song writer but the romance is concerned with his affection for the daughter of a composer of popular songs twenty-five years ago."

No date has been set for the starting of production.

Chaplin About Ready

Charlie Chaplin's next picture, "City Lights," is in the making. Sets are erected for the first sequences, in the Chaplin Studio in Hollywood.

Casting is proceeding and some of the players of "The Circus" and early Chaplin films will be seen again in the company.

"City Lights" is a story of the boulevards and night life, high and low, in any cosmopolitan city.

Warners Want Navarro

Warner Bros. are making every effort to land Ramon Navarro to sing the leading role in their first production of a musical comedy, "The Desert Song". M-G-M have been approached for the loan of this player but have not, up to this time, given their consent. Roy Del Ruth, will direct the picture and production will begin within four or five weeks.

Barrymore Starts

"King of the Mountains" is the title of John Barrymore's next United Artists Picture, that film which Ernst Lubitsch is directing.

John Barrymore, Camilla Horn, Mona Rico, Victor Varconi and other players will leave for the Banff location today.

Excellent Pictures to Continue Operation

(Continued from page 1)
the impression that Excellent was going out of business. This is far from true. This organization is going to continue making productions for the independent market and the change of executives will at no time retard production or distribution.

Warner "Clarifies"

Attitude on Sale

(Continued from page 1)
pany on the open market, and hoped Paramount did buy it as they would be forced to pay a stiff price for it. Mr. Zukor has again vigorously denied this story, saying that persons unknown to him were circulating the rumor.

Exchanging Exchanges in Filmdom!

THE Film Center Building has given impetus to a long neglected movement in the film industry—it knits together the scattered forces of distribution—promotes efficiency by concentration—minimizes danger by avoiding congestion—and observes the law by being built to order instead of flouting the law with bootlegging technicalities!



Film Center Building

44th Street • NINTH AVENUE • 45th Street

Accessible yet away from congestion
Fireproof storage vaults on all floors
Shipping platform with ramp to street
Special projection and inspection rooms
Entrances on two thoroughfares
Full floors of 18,000 square feet—or less
Fast passenger as well as freight elevators
Moderate rentals and low insurance

OCCUPANCY DECEMBER 1928

Ask— *Spear & Co.* to show you plans!
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FILM CENTER, INC., Builders . . . ABE N. ADELSON, Pres.

"THE TOILERS"

IS ONE OF THE BEST PICTURES OF 1928

Chicago Evening American

A REGINALD BARKER
SPECIAL PRODUCTION

Strikes a somewhat different note
on the cinema lute. Many thrills
are afforded in the mine scene.
—Detroit Free Press.

"The Toilers" sustains interest.
—Detroit Evening Times.

MOST SATISFYING
AUDIENCE
APPEAL

United Artists Theatre
Corporation of Los Angeles
1910 South Vermont Street,
Los Angeles, California
Phone 1218

July 20th.
1928

Tiffany Stahl Productions, Inc.
1540 Broadway, New York City

The very satisfactory business together with the
most satisfying audience appeal prompts me to write
you expressing our appreciation of the opportunity
afforded us to present THE TOILERS at our theatre.

The splendid co-operation given us by both the Tiffany-
Stahl studio staff and your own organization was most
effective in making the run a successful one.

Very truly yours,

James H. Harkness

CHICAGO EVENING AMERICAN

"Toilers" With Young Doug Among Year's Best Films

"THE TOILERS," a Tiffany Stahl production, directed by Reginald Barker, is one of the best pictures of the year.

BY ROB REEL

Young Doug Fairbanks has grown up.

With "The Toilers" he leaves the delineation of mule flappers behind him and successfully essays an adult role.

It seems only yesterday that Doug Jr. was an apple-cheeked youngster, passing through Chicago in a soul-collegiate suit and a burgundy raccoon coat. Then came his first movie parts, in which he was called upon to play exuberant boys of the jazz age. Now, in "The Toilers," he is a man.



Young Doug Fairbanks Jr.

He is a man of the mine, a man of the earth, a man of the future. He is a man of the mine, a man of the earth, a man of the future. He is a man of the mine, a man of the earth, a man of the future.

He is a man of the mine, a man of the earth, a man of the future. He is a man of the mine, a man of the earth, a man of the future.

of mind of the man who earns his bread with his hands.

Fairbanks, the boy, is cleanlimbed and clean-souled. Of the other two, one is a chronic grouch, the other a greathearted, good-natured brute. Together they are happy in their bachelor quarters, until one Christmas eve a girl comes to them.

Then, as the boy and girl realize their love and plan marriage, the tragedy that is the mine's lot strikes. There is an explosion of gas, a fire, and twelve men are pinned up in the shaft—among them the boy and the grouch. Gradually the dozen humans repeat from the noxious fumes that will kill them, until at last they have erected the last barricade—they can go no farther.

The boy, realizing that he has only one chance in a million of ever getting out alive, rebels, and in a frenzy attacks the barricade, saying they might as well get the agony of death over with at once. But the other men restrain him, and the grouch, who had made fun of life, love, everything, takes him in his arms and tells him not to give up hope—that life is a beautiful thing after all.

Really, this picture is one of the finest things we have seen this year, and is played with such sincerity by young Fairbanks, Huey Clark and the rest that it becomes memorable. As for Joana Fekstein as the girl, we hardly recognized her. Director Reginald Barker has transformed her and she does a magnificent piece of work.

Meredith's "Porcelain Dolls" production, a show of more than ordinary merit. There is a ventriloquist in the cast who presents the most novel act of this kind we have ever seen and one which would be a feature of any big-time vaudeville bill. Another act, presenting two youthful dancers, rope-throwers and contortionists, is also of big-time caliber.

A TIFFANY-STAHN SPECIAL

Highly realistic, with
great shots in coal mine
accident that will appeal.
—Screen Opinions.

"The Toilers" proved to be a film with a
good strong punch and a very believable story
—hammers the imagination of the observer.
—Los Angeles Evening Herald.

A gripping drama full of suspense is "The
Toilers." —Los Angeles Illustrated Daily News.

There is a directness of attack in Reginald
Barker's work in "The Toilers" that few
directors achieve. —Los Angeles Record.

"The Toilers" will be long remembered.
—Los Angeles Examiner.

Is very well done indeed—There is much to
take one's attention. —Chicago Herald-Examiner.

The picture has a very fine appeal.
—Chicago Tribune.

If you want to see a story well told, with fine
actors, treat yourself to a ticket to the Grana-
da this week. —Chicago Journal.

It gives you an idea of what is going on under-
ground when you read in the papers of miners
being trapped by fire and other causes.



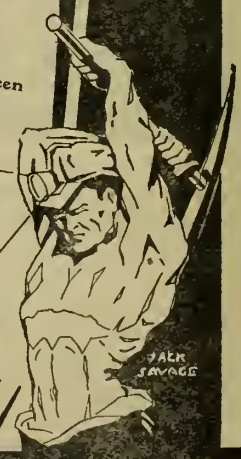
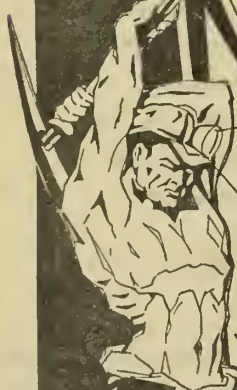
This is one of the finest independent pictures that has been
produced this year.—Exhibitors Daily Review.

POWERFUL BOX-OFFICE SMASH

TIFFANY-STAHN PRODUCTIONS INC.

1540 BROADWAY

NEW YORK CITY



Warner to Exchange 7½ Shares for \$1,000 Notes

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

FIVE CENTS

New York, Saturday, August 25, 1928

VOL. 24 No. 47

OBSERVATIONS

Trade Directory

Herbert D. Seibert & Co., have just issued a motion picture trade directory that is a "Wow". It contains something over a 1000 pages of information compiled in such a manner that one searching for any part of it, can lay his finger on it in a minute. This publication will be a great help to every person in this industry.

"Craig's Wife"

Our hat is off to Pathe and William C. DeMille for their production of "Craig's Wife". It is an excellent picture and should prove a box-office treat where ever shown. This one has a tragic and unhappy ending, but any other, would have been to the detriment of the picture. Clara Beranger made the adaptation.

"Tin Pan Alley"

Looks as if "Tin Pan" alley is going to come in for a lot of glorifying. First Warners came out with the "Jazz Singer", now they have Jolson in "The Singing Fool". United Artists are soon to do "Say It With Music", Harry Richman doing the "saying"; and Metro-Goldwyn-Mayer are to make "The Song Writer" with Georgie Price in the lead.

All in Step

No sooner does one producer make a success of a picture of a certain type, than all the rest of the crowd fall in step, grab the idea, and produce one themselves. Now it seems that no less than five studio's have thought of the one type at the same time, for Fox, Universal, Metro-Goldwyn-Mayer, Paramount and Warners are making stories of back stage life.

WILKERSON

KANE-SCHNITZER-BROWN HEAD NEW KENNEDY SOUND STUDIOS

M-G-M Buys "The Song Writer" for Talkies

"The Song Writer", New York stage play of the current season, by Crane Wilbur has been purchased by Metro-Goldwyn-Mayer for talking pictures. Georgie Price, star of the play, has also been signed by the company and after the New York run, the film version will be produced.

WARNER STOCK IN SPURT TO NEW HIGH

Since transference of the Warner Brothers "B" stock from the N. Y. Curb to the N. Y. Stock Exchange several days ago, there has been a rush to buy up the "B" inasmuch as the present "A" stock on the Exchange earns \$1.50 per share and no more while the balance of the funds available for dividends goes to the "B".

The "B" stock rose 5½ points yesterday to a new high record of 89½, with 40,000 shares being traded in, while the "A" went to 3½ points up a new high of 88½, with 24,000 shares traded.

FIVE BIG CIRCUITS ADDED BY REISMAN

Phil Reisman, General Sales Manager for Pathe pictures, announces the signing of five more chains—the Shine, Nathanson, Robb and Rowley, Griffith Amusement and Mo-mand to play this season's Pathe product.

Reisman has just returned from a sales trip to Canada where he closed with the Nathanson Circuit controlling houses throughout the

(Continued on page 2)

Film Pioneer Le Roy In Bellevue Hospital

Jean Le Roy, 74, inventor and pioneer in the film industry who has been critically ill has been taken to the Bellevue Hospital, suffering from a cerebral hemorrhage. Mrs. Le Roy accompanied him to the hospital and is remaining by his side.

Le Roy was also found to be penniless and there is talk of a benefit being organized within the industry to raise funds.

GOLD-HAWK TO SUE P-F-L ON PIRATING

Accuses Newsreel of Using Fight Films In Europe

Gold-Hawk Pictures, Inc., the producers and owners of the exclusive rights to photograph the recent Tunney-Heeney boxing contest are going to institute suit against Paramount for stealing shots of this fight and exhibiting them throughout Europe.

Sol Branstein, executive of this company has instructed their attorneys, Roth-Mayer-Zizelman, to file suit for damages to the extent of \$200,000.

Branstein contends that "when Charles Jawitz arrived in London in an effort to sell the rights for these pictures, he found that Paramount was releasing, in conjunction with

(Continued on page 2)

UFA IMPLEORES GOV'T TARIFF ON U. S. FILMS

BERLIN—Ludwig Klitsch, representative of Dr. Alfred Haugenberg, head of UFA Pictures and most powerful picture man in Germany, has announced at the International Motion Picture Conference now in session in this city, that the support of the German Government will be forthcoming in the form of a stiff tariff on films from the United States.

Despite existing trade agreements and financial arrangements between American and German producers,

(Continued on page 2)

Harry Cohn Arrives with "Submarine"

Harry Cohn, Columbia V.P. in charge of Production arrived in New York yesterday with the answer print of "Submarine" the company's latest road-show special.

New Kutinsky House

The New Jersey Theatrical Enterprises will open their new Passack Theatre in Westwood, N. J. on Aug. 30th.

This is part of the Morris Kutinsky Chain which will now control 10 houses.

To Produce FBO - Pathe Photophone Pictures In Old Pathe Studio

PRESENT LESSEES DENY SIGNING

Sound Studios, Inc., has been organized by the Joseph P. Kennedy interests for the production of sound pictures in the east.

Bob Kane, widely known film producer, is to be president. Joseph I. Schnitzer, vice-president of FBO, and Colvin Brown, vice-president of Pathe, are to serve as vice-presidents of the new corporation.

The Pathe studios at 134th Street, New York City, has been acquired by Sound Studios, Inc., and is to be completely equipped for the production of talking pictures by this corporation with RCA Photophone paraphernalia.

One of the world's foremost acoustic experts is supervising the overhauling and reconstruction of the Pathe studios to guarantee absolute perfection in recording.

Sound Studios, Inc., are to produce by the Photophone method which records sound and sight simultaneous-

(Continued on page 2)

Al Christie Here with Bride on Honeymoon

Al Christie, of the Christie Film company, yesterday claimed as bride one of the firm's popular actresses, Shirley Collins, the nuptials having taken place in Yuma, Arizona. The couple left Hollywood last week by motor are spending their honeymoon in New York City now.

Sue Carol In New York for Trip to Europe

Sue Carol, having signed a new contract to appear in Fox pictures is on her way to Europe for a vacation. She arrives in New York Sunday morning and will sail on the S. S. Majestic Monday. She just recently completed work in "The Air Circus" at the Fox studios in Hollywood.

Holman Pens Another

Russell Holman, advertising manager of the Paramount, has written a full book length novelization of "The Fleet's In".

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W. R. WILKERSON, Publisher and Editor

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Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

\$500,000 FOR WARNER STUDIO IN BROOKLYN

For the first time in four years the Vitaphone Studio in Brooklyn will soon resume production activities.

The Brooklyn plant which is one of the largest in the east will be opened this fall for the production of Vitaphone talking pictures and extensive alterations are now under way to provide it with the complete equipment necessary to the making of sound films.

Warner Bros. will spend half a million dollars in renovating the building. The improvements will include two enormous Vitaphone stages with the newest type apparatus, sound proof walls and incandescent lights.

Kane-Schnitzer-Brown Head New Kennedy Studios

(Continued from page 1)

ly on the film.

A. Pam Blumenthal, President of Stanley Advertising Company, the Stanley Co. of America Educational Division, who asserts that the old Pathe Studio now called the Manhattan Studios, which they have under long-term lease has not sub-leased the studio to any company exclusively up to the present time.

He admitted that several of the large companies have been dicker-ing for a lease for some time.

The FBO plans in the new studio, if they have taken it over, will have the cooperation of the RCA experts. Robert Kane who has been making his headquarters at RCA has been merely acting on behalf of Kennedy in getting preliminary pictures synchronized at the 411 Fifth Avenue studio until such time as the new project was ready.

UFA Implores Gov't

Tariff on U. S. Films

(Continued from page 1)

some American producers might take matters into their own hands and launch some concerted action against the UFA campaign.

The Hays office is sitting tight and watching developments. Curtis Melnitz, U. A. representative in Germany is reported to be active in the counter-campaign.

WARNERS TO TRADE NOTES FOR STOCK

Warner Brothers are calling for the redemption of their three-year 6½% notes, which are due on October 15th. The company through the Central Union Trust Company, will meet payments on that date, of principal and accrued interest as well.

Note-holders may elect to have the company in addition pay a premium of \$50 in cash, or deliver stock or scrip certificates for 7½ shares of Common stock of Warner Brothers Pictures, Inc., with respect to each \$1,000 note.

Hamrick Leases New

House In Portland

PORTLAND—John Hamrick, who recently opened his new Music Box theatre in Seattle, and which has been playing to capacity houses, has sub-leased the Liberty Theatre in this city, and will spend \$50,000 in remodelling the property before re-opening it on October 1st.

The house will follow the policy of the Music Box with long-run sound attractions.

Five Big Circuits

Added by Reisman

(Continued from page 1)

Dominion.

L. W. Kniskern, Reisman's assistant and Charles Stombaugh, Pathe branch manager at Albany brought about a deal whereby "The King of Kings," as well as the other 1928-29 product will be seen in the entire Shine Circuit, embracing thirty five theatres throughout New York and Ohio.

Dan Michaelove, Southern Division Sales Manager, and E. C. Leevess, Dallas Branch Manager, booked all shorts and features in the season's array to play the Robb and Rowley Circuit, with theatres in twenty towns in Texas and Oklahoma. Michaelove and C. W. Allen, Oklahoma City Branch Manager, continued the march through the South with the signing of the Momand Circuit of Oklahoma, embracing nine towns and the Griffith Amusement Company, with houses in twenty towns in Oklahoma and Texas, the deals covering the 1928-29 Pathe product.

Gold-Hawk to Sue

P-F-L on Pirating

(Continued from page 1)

their Paramount News, round by round pictures of the fight. "Not only was this true in England, says Mr. Branstein, but the Parufamet company of Germany, and the Paramount offices in France, Holland and Switzerland had already flooded the country with the stolen shots".

Injunction In England

"We got out an injunction in England and the prints were withdrawn immediately, but the damage had been done, as is the case with every other European country." Branstein states that his company offered all the news reels news shots of this fight but that only M-G-M and International News accepted them. "Paramount refused and stole the fight on us and through the exhibition, Europe is almost a dead loss to us".

BUTTE AWARDED PALM FOR FIRE PREVENTION

Butte has one of the finest records of any city in the United States or Canada in the matter of fire prevention in film exchanges and moving picture booths, it is shown in a recent publication of the Film Board of Trade Bulletin. Butte is one of four cities that rated 100 per cent during June, the bulletin shows. There never has been a film fire of any consequence in the city, and not a film blaze of any kind has been recorded in the last four years, according to Fire Chief Fred Martin of Butte. Butte, Albany, Winnipeg and Vancouver were the only cities with a clean slate during June, according to the bulletin.

Universal Buys "When The Devil Was Sick"

Universal has purchased the screen rights to the novel, "When the Devil Was Sick," by E. J. Rath. It appeared originally in Munsey's Magazine.

No announcement has yet been made as to cast and director. It probably will be a Universal Jewel picture for next season.

"HOUSE OF SHAME" GETS FULL CENSOR APPROVAL

Despite any apprehension that might have been felt by a few ex-changemen and exhibitors because of the somewhat sensational title, the second Chesterfield Production "The House of Shame" received a clean bill of health from the National Board of Review and the New York State Board.

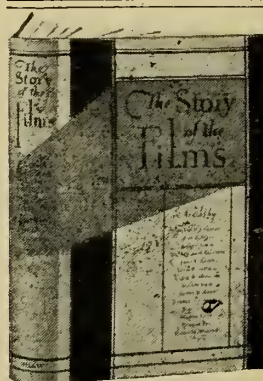
Many distributors who held back waiting to see if Chesterfield could follow up their first production "The Adorable Cheat" have recently signed up for the entire season's series.

Incorporations

The Progressive Poster Exchange has been organized in Manhattan to engage in the business of motion picture supplies. It will start with a \$10,000 capital.

In South Orange, N. J., the Motion Picture Institute was formed to distribute motion pictures. It will have a capital stock of 1,000 shares of common stock.

In Wilmington, Del., the Uptown Theatre Operating Corporation was formed with 100 shares of common stock.



Just Published—

"The Story of the Films"

Edited by JOSEPH P. KENNEDY
PRESIDENT, FBO PICTURES CORPORATION

The Intimate Story of the Unpublished Secrets of the Movies, Past, Present and Future!

MUCH has been written about the movies, but here at last is the book that gives the only authentic version of the origin, growth and development of the movies as told by the pioneers of the industry themselves—men of vision, who early recognized the immense possibilities of the motion picture, nursed it through its cradle days, ventured their all of capital and energy upon its future, and reaped great rewards as the infant grew to a giant. Never before have the intimate secrets of filmdom been told so clearly, yet simply. One by one, men like Will Hays, Adolph Zukor, Jesse L. Lasky, Milton Sills, Sidney Kent, Samuel Katz and a host of other outstanding movie personalities talk as face to face with you, answering practically every important question on how motion pictures are made, sold, and shown.



Pulsing with Life, Brimming Over with Surprising Facts About the Motion Picture Industry



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PICTURE REVIEWS

"THE FIRST KISS"

Paramount.
Direction Rowland V. Lee
Story Tristram Turper
Photographed by Gary Cooper,
Fay Wray, Leslie Fenton, Lane
Chandler.

Contrary to its saccharine title, "The First Kiss" taken from an admirable story by Tristram Turper, is a good picture. It deals primarily with the ambition and sacrifices of a "poor white trash" boy to give his three brothers an education. This he does, even at the cost of his liberty, having become a river pirate to get money for them. This is a decidedly different type of story and is set against a new background—that of the Delaware oyster bed. It is well directed and photographed; and even the terrible facial distortions practised by Miss Wray do not lessen the fact that it is a good picture.

"THE PATRIOT"

Paramount
Directed by Ernst Lubitsch
Camera by Bert Glennon
..... Emil Jannings,
Lewis Stone and Florence Vidor
One of the finest pictures it has ever been our good fortune to see. It is perfect in every detail and reaches the highest point of pantomimic art. Is a story of the early Russian days during the reign of "the mad Czar" Paul I. Emil Jannings is marvelous in the character of Paul.

It is the outstanding characterization of this outstanding character actor. Lewis Stone has the title role of the patriot, and to some, walks away with the picture. Florence Vidor is excellent in her role, as the mistress of Stone. The direction of Lubitsch is superb. Some houses and some localities might not want this one, as it is a little risqué in spots and part of the action might go over their heads.

"CRAIG'S WIFE"

Pathe
Directed by William C. DeMille
Featuring Irene Rich,
Warner Baxter.

Here is one stage play which was not hacked to bits in its transference to the screen. A Pulitzer prize play which had a long run on Broadway and which should please audiences who want intelligent pictures.

The story is a study of the woman whose sole idea of marriage is to obtain security through control, first of her home and everything that is connected with it, and second the subjugation of mere friend husband. Through the woman's own cupidity, a series of events begin the gradual disintegration of her home, until one by one, servants, relatives, friends and husband leave her to the glory of an empty house and empty heart.

The ending of the play and the picture, which is a faithful transcription, is a sad and drab-gray state of affairs which may not please some women and some audiences. But all in all, it is an entertaining lesson, with Irene Rich and Warner Baxter doing expert work.

"OUT OF THE RUINS"

First National
Directed by John Francis Dillon
Featuring Richard Barthelmess
and Marion Nixon.

The splendid work of Barthelmess and particularly Nixon will put this picture over to the satisfaction of any audience although for a French War romance, the production hardly measures up to previous versions. Though the ending is happy with the lovers reunited, the climax lacks fire.

Barthelmess, a "Blue Devil" officer while on love in Paris meets his buddy's sister and instantly falls in love—the affair develops but all army leaves are cancelled and he must return—Another suitor is striving for the girl's hand and our hero takes "French Leave" to go back to his sweetheart—after a week of bliss, he is awakened to the enormity of his desertion—returns to the front—is court-martialled, shot, but comes back to Paris in the nick of time to prevent the forced marriage.

"BEWARE OF BLONDES"

Columbia
Directed by George B. Seltz
Featuring Matt Moore,
Roy D'Arcy, Dorothy Revier.

A good cast, plus an interesting mystery story with sufficient suspense to hold the interest of the fans, will please all audiences aside from a few cultured key-city spots with critical clientele.

Matt Moore is chosen to deliver an emerald of fabulous worth to Honolulu—An International gang plots to secure the gem, as does an independent crook, Blonde Mary. The gem is stolen the last night on the boat but a week later, Moore discovers the crooks in the nick of time, and in an interesting and well-developed climax, everything turns out well for the hero, the stone, and the heroine.

While the direction is straightforward and sticks to the beaten path, excellent work by Dorothy Reier, D'Arcy and Moore makes the picture a satisfactory one.

"TWO BROTHERS"

Film Arts Guild—UFA
Featuring Conrad Veidt,
Lil Dagover, Liane Haid

A German production made some years ago, starring Veidt in a dual role; production crude compared with modern standards, and surroundings depressing—Will do for a program filler.

Two brothers are depicted, one a grasping and ruthless financier who drives his enemies to the wall as well as innocent lives and the other a humanitarian who uses money for the betterment of mankind.

The money-made brother revenges himself on a former employer although secretly desiring his daughter—He meets another woman in the meantime and installs her in his home, intending to marry her but jilts the girl. He goes after the first woman and finally marries her but the affair has a tragic outcome.

"THE HOUSE OF SHAME"

Chesterfield
Directed by Burton King
Photographed by M. A. Anderson
Cast Creighton Hale,
Virginia Brown Faire, Lloyd
Whitlock.

This looks like a good bet for most any theatre, saying nothing about the exchanges who have bought it. It is a little rough in spots due to some poor direction at times, but as a whole it looks good. It is impossible to guess the story, which we understand was an original by Arthur Hoerle, it has twists you would never expect. The camera work is exceptionally good. With this title to work with, it should be a cinch for any theatre to get the crowd in and once they are in they will be very well pleased.

"FOUR WALLS"

Metro-Goldwyn-Mayer
Directed by William Nigh
Camera James Howe
Cast John Gilbert,
Joan Crawford, Carmel Meyers,
Vera Gordon, Louis Natheux.

This rather commonplace story of a crooks regeneration through four years in prison, is lifted out of mediocrity by William Nigh's excellent direction and the fine work done by the entire cast. Of special notice is the original handling of the love scenes—a departure from the usual Gilbert technique and very interesting. The picture drags a little in spots but is redeemed by a very exciting and surprising finish. Put this one on the list of "good entertainment". Joan Crawford as the gangsters "sweetie" does the best work of her screen career and Carmel Meyers, seen for the first time in a "plane Jane" role, also shares acting honors.

Sound Featurettes

"DINNER TIME"

Pathe—Photophone
Paul Terry—Aesop Fable in Sound
This first sound animated cartoon which has found so much favor with fans throughout the world in silent form will add even more adherents with whistles, screeches, howls, voices, bells and comedy effects synchronized perfectly.

This picture is a distinct laugh-hit with the audience all the way through and there are many new and distinct gags. Exhibitors cannot go wrong on this one and any more like it.

"BROADWAY'S FAVORITE"

Vitaphone—Winnie Lightner
A full reel of jazzy, peppy songs, exclusive over the Vitaphone and put over in the inimitable style that only this enthusiastic singer has.

Miss Lightner sings three numbers, all sung from one spot as close as the camera can go to her face. The songs follow each other immediately and her delivery of them helps the laughs.

This subject will go great in top-notch talkie houses where hot Broadway stuff is needed to pep up everything else and where a little risqué tag line endings won't be objected to.

"THOSE HOT TAMALES"

Vitaphone—Billy & Elsa Newell
A very pleasing and rapid-fire clowning pair of songsters and instrumentalists. Billy twangs a mean guitar and has a delicious sense of humor while Elsa's eccentric clowning as Billy's foil tickles the risibilities of the crowd.

They sing several numbers and Elsa's business with a pair of dummy legs, while seated atop a garden wall, will please the kids as well as the grown-ups, although the entire skit is done in Broadway style.

"THE PREDICTION"

Vitaphone—Hugh Herbert & Co.
Directed by Murray Roth
Featuring Hugh Herbert
An excellent and intriguing featurette in sound for talkie houses. Herbert and Otto Lederer dialect will produce lots of laughs.

Wife of a Jewish business man is in love with another chap—the husband is tipped off by the butler that all is not well—attempts to foretell the future with cards—husband visions scene where he surprises lovers and kills them—brought back to reality, wife and husband's friend return from the theatre and husband finds he is the one she really loves.

GAYNOR TO DO "STREET FAIR"

**William K. Howard Gets
Directorial Assignment
with Fox Star**

By JOE BLAIR
Hollywood Correspondent

That brilliant young director, William K. Howard has been selected by Winfield R. Sheehan, general manager at Fox's to direct Janet Gaynor in a big special written by Tristram Turper. It will be titled "The Street Fair".

Howard recently finished "The River Pirate" for the same organization and this new assignment is in form of a reward for his unusual ability shown with this production.

Sign Hergesheimer

Joseph Hergesheimer, famous novelist and short story writer, has signed a contract with Samuel Goldwyn to write an original screen story for Ronald Colman on a theme already agreed upon. Production of the Hergesheimer story is expected to begin as soon as Colman's next scheduled vehicle "Condemned to Devil's Island" has been completed, which will probably delay it until next May.

Brabin Gets Prize

Charles Brabin will direct the screen version of "The Bridge of San Luis Rey," the Pulitzer prize novel which was recently purchased by Metro-Goldwyn-Mayer. Production is scheduled to start within a month's time, but no selections for the cast have yet been announced.

Moses in N. Y.

Vivian Moses, head of the Paramount West Coast story department, is coming east to look over the early-season play crop and to confer with publishers on adaptable story material. He will leave Hollywood on Monday.

Florey in New York

Robert Florey, the young impressionistic director recently signed by Paramount, has been sent East by that organization. He is now at the Long Island Studio writing and preparing a series of two reel productions which will be made with sound under his direction.

Nixon for King Lead

Marion Nixon has been selected by Henry King to enact the feminine lead in the Inspiration production "She Goes To War".

Vajda's Brother Working

Victor Voyda, brother of Ernest Vajda, has been selected by B. P. Schulberg to act as associate producer on the first Maurice Chevalier vehicle to be made by Paramount. He will act in the same capacity with the Adolphe Menjou production unit.

Brabin at M-G-M

Charles Brabin the director, recently at First National has been signed to a Metro-Goldwyn-Mayer contract. He will direct "The Bridge of San Luis Rey".

STUDIO GOSSIP

Everyone around the Warner plant have a smile a mile long as a result of the wonderful comments being expressed by all who were fortunate enough to see the preview of the new Jolson picture "The Singing Fool". It looks better than "The Jazz Singer".

Newton House 16 year old stunt rider, has been signed by Universal for the leading male role in their serial "The Final Reckoning".

Earle Snell and Gladys Lehman have been assigned the task of preparing the new Reginald Denny story "When the Devil Was Sick" taken from the original by E. J. Rath.

Frank Capra, directly after finishing his best picture "Submarine" for Columbia, has been assigned to direct the Fanny Hurst yarn "It Is To Laugh", which will be brought to the screen under the title of "Younger Generation".

Henry Armetta originally employed by D. W. Griffith for an insignificant role in "The Love Song" has been shifted to another and more important part.

One of the most important supporting roles in Paramount's screen version of W. Somerset Maugham's play, "The Letter," is to be played by Claude King, stage and screen veteran.

Arthur Housman, whose specialty is heavy roles with a comedy angle, has been added to the cast of "Sins of the Fathers", Emil Jannings' next Paramount production. The addition of Housman brings the list of principals in the Jannings picture up to five. Barry Norton, Jean Arthur and Ruth Chatterton will also be seen in support of the German star. Ludwig Berger is directing.

James Kirkwood, who recently returned to Hollywood after a stage tour in Europe, has been signed by Paramount for a role in Charles Rogers' second starring picture, "Just Twenty-One". On the legitimate stage Kirkwood's best known role was the lead in Channing Pollock's "The Fool". Before he went abroad he had been appearing in motion pictures. Besides Kirkwood, the Rogers cast now includes Mary Brian, Chester Conklin and William Austin. Richard Wallace will direct.

Chester Conklin, now definitely established as a dramatic actor as well as a comedian, has just been given a strong supporting role in Clara Bow's next Paramount picture, "Three Week Ends", from an original story by Elinor Glyn. Conklin's first important dramatic part was in "Varsity", the forthcoming college picture which will introduce Charles Rogers to stardom.

The next George Arthur-Karl Dane comedy to be made by M-G-M is to be called "All At Sea". Chuck Reisner will direct, production to start immediately.

The addition of three well-known character actors to the cast of "Soubrette", the back-stage story featuring Nancy Carroll and Richard Arlen, has just been announced by Paramount. The new members of the company are Bert Woodruff, who will act as a stage doorman, Joe Marba, who will be a stage manager, and Danny O'Shea, who will be a small town boy who comes to crash the New York gateway to theatrical fame. The director of the picture is Dorothy Arzner.

Antonio Moreno has been selected to play the lead opposite Billie Dove in her next First National production.

Don Tothoroh, novelist and playwright, has been added to the writing staff at Paramount.

Larry Steers, E. Alyn Warren, Richard Cramer and Fred Esmelton have been added to the Richard Arlen-Nancy Carroll back stage story now being made by Paramount.

Mervyn LeRoy and Tom Geraghty are writing an original story for the screen with the title "Making Whoopee" which will be made into a picture by First National with Le Roy directing.

Dan Keefe, for several years assistant to Rowland V. Lee has been promoted by Paramount. He is now a company business manager.

"Divorce Bound," originally scheduled to begin at once with the return of Florence Vidor to the Paramount studio has been postponed to give the right of way in production to "Unconquered", in which Richard Dix and Miss Vidor will be seen together. With "Moran of the Marines" Dix's present vehicle nearing completion, "Unconquered" should soon be before the cameras at the Paramount plant. Malcolm St. Clair is to direct.

Mary Brian today denied persistent rumors that she is engaged to marry "Bif" Hoffman, captain of the Leland Stanford football team. The presence together of the Paramount player and Hoffman at several parties in the film capitol lead to the report of their engagement. Mary's denial was emphatic.

The entire action of "Beggars of Life", the first dramatic picture using America's half million homeless wanderers for its background, takes place in 48 hours. This story of Hobohemia, which presents Wallace Beery in a dramatic role for the first time in two years, has all its romance and adventure crowded into two days and nights. Richard Arlen and Louise Brooks play important featured roles in "Beggars of Life", which was adapted from the novel by Jim Tully, himself a hobo before he became a noted writer. William Wellman, who directed "Wings", also directed this picture.

"PAIR OF SIXES" TO BE MOVETONED

**C. C. Burr - Johnny Hines
Film to Use Stage
Tour Try-out**

Predicting a radical change in the present method of film distribution, C. C. Burr, chief of the Burr-Hines Enterprises, at Tec-Art studios, has announced plans for the immediate filming of the first "all-talkie" comedy. The picture starring Johnny Hines in a screen version of "A Pair of Sixes," will be filmed with the same Western Electric system as employed by Fox in Movietone and Warners in Vitaphone.

On the Film

"This will not be a synchronized phonograph record type, which is made after the picture is completed and an attempt made to synchronize music and sound effect with the picture," said Burr.

"We expect the picture to be ready for release in the big theatres now equipped with Vitaphone and Movietone three or four months before any other comedy of its kind is ready for the market."

Stage Tour

It is planned to make the moving picture in the usual fashion and then rehearse the players during the last weeks of the picture. The company will then be taken on a stage tour for several weeks during which time the laughs will be "clocked" and the "spacing" perfected.

"The company will then be brought back and come in on the sound stage and go right through with the sound picture, with the play in charge of an experienced and successful stage director," said Burr. "He will be imported, probably from New York. The straight motion picture will be in charge of a moving picture director."

Nagel and Collyer In

Fox-Cannon Film

Conrad Nagel has been signed by Fox Films to play the lead with June Collyer in "A Slice of Life", which Ray Cannon wrote and will direct. Sharon Lynn also will have an important part in this production.

Cannon, who has been best known as a scenario writer, was signed by Fox officials after they had seen his personally produced, "Life's Like That". Cannon will be author, director, and supervisor for his new production.

Use Park Central

for Location Scenes

Frank R. Abrams, who is making a series of fashion reels for showing on the Keith Circuit and to be seen at the different showings of the Garment Retailers of America, used the Arabian Room at the Park Central yesterday, for one of his interiors.

Beauties from both the Ziegfeld and Carroll shows were used as models.

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 48

New York, Monday, August 27, 1928

FIVE CENTS

OBSERVATIONS

Reaction

"The Jazz Singer" seemed to prove to a lot of producers that talking pictures were the thing. Coming at a time when business was at a low ebb in most of the theatres, this picture made money. Consequently the sound hysteria started on the basis, "business is bad and this is going to save us". But we are afraid if many more talkies of the present calibre are released, the reaction, instead of saving them, will murder them.

Squawkies

We hope that the prophesy made in this column some time ago about talking pictures and their effect on cinema progress will not come true. It would mean a tremendous loss of money, time, effort and what not. But from samples we have seen, even though this departure is still in its infancy, the future, as far as adult minds are concerned, looks pretty black.

Prophesy

We said at that time that "talkies would set the industry back fifteen years". Now, we did not have reference to the almost perfect state which photography and production itself had reached to date. We were considering talkies in their relation to silent drama as ENTERTAINMENT—real box office entertainment.

Appalling

The most appalling and discouraging thing about talkies is the grade of their dialogue. It has taken years to reach the point where movie subtitles (with some exceptions) make good reading. Would one of the old flickers full of "Come the Dawn" and "That Night" bring in any shekles today? Yet curiosity (and we believe that is all) is driving thousands to "see and hear" pictures of little better calibre. They are treated to dialogue infantile enough to make a child of ten snicker and not even morons would come back for more.

If They Stay

If talking pictures are to stay for good, the dialogue, which is all important, must surely come up to the standard to which the public has been educated. You can't expect them to go on paying out good money just to hear a lot of imbecilic chatter. Curiosity is paying the production costs now but only entertainment will bring in the dough later on.

WILKERSON

FOREIGN QUOTAS MENACE U. S. COMMERCE--30% OF TOTAL GROSS

"SUBMARINE" BOOKED FOR EMBASSY RUN

Columbia Pictures' second DeLuxe Special "Submarine", featuring Jack Holt, Dorothy Revier and Ralph Graves, goes into the Embassy Theatre Thursday evening (August 30) immediately upon the conclusion of the run of "The Scarlet Lady", Columbia's first road show.

Jack Holt is presented in the role of a deep-sea diver. Against the naval background, a drama of primitive

(Continued on page 4)

INDE. EXHIBITORS WANT MOSS POOL SHOWDOWN

Exhibitor leaders in New York are awaiting the return of B. S. Moss to town today after a week's absence, to confer with him on the pooling of all the independent houses in New York.

The time is growing too close to the actual start of next year's business to delay any further and they will this week determine where they

(Continued on page 4)

HISTORIC LINDBERGH FILM TO BE PRESENTED

Aviation Dinner at Waldorf Gets Hays Film Attraction

The part the motion picture has played in the development of aviation throughout the world will receive official recognition September 24th when the aviation industry, as

(Continued on page 4)

WARNERS HAND OUT \$2,700,000 PREMIUM

30,000 shares of common stock of Warner Brothers, worth about \$2,700,000, will be distributed to holders of the company's 6½% notes, on October 15th.

Based on the rise in value of the stock since 1925, stockholders will virtually receive a premium of \$675, for each \$1,000 note redeemed.

The "A" stock rose 4½ points Saturday to still another high mark of 93, while the "B" went up 2½ to 92¾.

European Gov'ts. Strive for Opening Wedge in American Monopoly

PARIS—Europe's motion picture industry has had an eventful year. Though stabilization is not yet effected there are unmistakable signs of a new vitality in European studios. Accelerated production and a quickened national interest have followed in many countries the newly enacted import restrictions—film quotas—initial to the interests of American importers, according to the Wall Street Journal whose report follows.

Such restrictions exist either by legislation or by ministerial decree in Great Britain, France, Germany, Austria, Italy and Hungary. Even the little Duchy of Luxembourg is

(Continued on page 2)

LOCAL NO. 306 TO RATIFY CONTRACT WEDNESDAY

A final settlement of the new contract between Operators Union Local No. 306 and the Theatre Owners of New York, will take place this week with a last O.K. being voted on by the theatre owners today, and a ratification of the contract by the Union on Wednesday.

Exhibitor leaders praised the attitude of the N. Y. Union for its liberal consideration of the difficulties in which most of the independent houses find themselves in this year, and will manifest their appreciation in future dealings with the Union.

It is not generally known, but claimed to be a fact, that the New York Union has been instrumental in aiding the half-dozen or so independent theatres in obtaining talking-picture equipment from the big manufacturers.

Sennett Releasing 40 Sound Comedies Through Pathe Again

Tests Audience Reaction to Talkies

—Predicts Popularity of New 2-Reelers

Mack Sennett Saturday denied in a most definite manner that the Bristolphone process would be used by him in making his future program of 2-reel sound comedies. "Whoever circulated such a report is crazy," said Sennett.

The producer has definitely decided to release his new program through Pathe, and has also definitely decided on the sound process to be used, but will not divulge it at this time. The Photophone process seems to be the logical choice for Sennett. He is planning approximately 40 two-reel sound comedies, production to be at his studios in California and to commence about October 1st.

Sennett has been studying audience reaction to sound pictures in New York and finds that people are

more deeply engrossed and thrilled in such pictures as "The Terror" than they would be at a legitimate mystery play. He also feels that sound shorts with singing or talking artists are not as well done as they would be on ordinary photograph records or the radio and prefers listening to such artists outside the theatre.

Naturally, Sennett feels that the two-reel comedy with sound effects will replace all other short entertainment on the exhibitor's program in the future, because in the last analysis motion pictures must make up the meat of his program. Sound comedies will be made first, with an eye to a good story, second a good motion picture and third, the adding of the dialogue and sound effects.

Waiter, Can You Find Two Seats Down Front?

Ushers in New York theatres may soon go on strike against the established custom of dressing the boys in military uniforms. The Hebrew Ushers' Union has served notice on the owners of theatres that they want Tuxedo suits instead of uniforms. "Why people salute us like admirals or generals and the uniforms are ridiculous," says the secretary of the Union.

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

W. R. WILKERSON, Publisher and Editor

Abraham Bernstein, Managing Editor; Herman J. Schlier, Business Manager; B. F. Livingston, Circulation Manager.

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Joe Blair, West Coast Representative, 2155 Tamara Avenue, Los Angeles (Phone Hemet 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

Foreign Quotas Menace

U. S. Commerce

(Continued from page 1)

agitating for its film quota and it is expected that before the close of 1928 similar restrictive legislation will be adopted by other European nations.

What, then, is the film quota, whose small shadow is already lengthening in the path of the world's commerce? And why was it enacted?

American capitalists with large investments in the motion picture industry know that the quota, whose severity is in ratio to the weakness of a nation's film industry, is that nation's effort to protect its own industry and incidentally to widen its export market. The small investor—perhaps a little school teacher on the prairie—reading with pardonable pride of the popularity of the American movie abroad, tucks the little stock certificate deeper into the old blue tea pot and smiles contentedly at the thought of Ben Hur "turning em away" within a stone's throw of Madeleine; or of Charlie Chaplin "doing his stuff" on the Avenue Wagram. Has she not a tiny share in a magic toy that is entertaining the world?

The Forced Export Plan

American business men reading casually of the film quotas in Europe either dismiss the paragraph as less important than the latest local prohibition raid or political contest in their own wards; or, if they have sat through a particularly banal film in the neighborhood "movie," mutter savagely, "Serves 'em right" and turn to an item that touches their own business.

Yet, whatever the business—though it be antipodal to the glamorous studios of Hollywood—it is menaced by the film quotas of Europe, which have made an opening wedge into the dykes of American commerce. As enacted in France—which country leads the vanguard in opposition to the American movie—the film quota represented the first time in the history of commerce that any government ever attempted by internal legislation to force exports.

Though Great Britain and Germany adopted a film quota before France passed her restrictive motion picture legislation, it was France

who touched the quick of European picture sentiment in a decree signed by the president of the republic and all its ministers on February 18th. This decree was finally amended through the efforts of Will H. Hays, to abandon forced exports and the granting of seven licenses to import foreign productions, for every French film produced, might go to any one country.

German Most Profitable

While the German market is the most profitable to the American movie, it is conservatively estimated that the yield from the French market during 1927 was \$1,000,000. In 1927 approximately 70,000,000 feet of American motion pictures were sent to Europe, against 63,000,000 feet in 1926. This export trade has evolved from a very definite interest of European audiences in the American film.

Europe's market has been painstakingly developed. The motion picture is handled less on a price basis than any other commodity in Europe. American feature films are not sold but rented. Rentals are graded according to the country and the conditions of its amusements market. These fluctuate with political conditions, weather, crops and a mercurial interest in certain stars or current events. There is a wide divergence of opinion among film experts regarding rental figures for various localities.

It is obvious that merchandising of this character requires intensive sales planning and distributing effort.

Film quotas, disrupting a system so laboriously built, have minimized the profits and increased the difficulties of operating in the European market. To alleviate the hardships thus imposed, and for mutual benefit, it is expected that important amalgamations will be made this year by American companies operating in Great Britain and Austria. This will promote efficiency in merchandising, though it may react adversely on the small producer who is being eliminated gradually from the competition.

Warners Named in

Roxy Program Contest

Henry W. Rogers of the U. S. S. Seattle, Mrs. Edna B. Conrad of Brooklyn and Miss Grace A. Loomis of New York City are the three first winners of the Vacation Prize in the Roxy Theatre weekly Review program contest.

Fox Home Office on

Indian Point Outing

The entire Fox Film Corporation personnel journeyed to Indian Point on the Hudson Saturday for their semi-annual outing and games. The office was closed in town for the celebration.

Rice on WEA

Grantland Rice, producer of the Sportlight reel released by Pathe will be guest speaker of Don Hancock over WEA and WRC today at 4 P. M. taking over the latter's Monday movie news period to tell the radio fans something about the making of the sports film.

Hollywood Previews

"THE WOMAN DISPUTED"

United Artists

Directed by Henry King
Featuring Norma Talmadge, Gilbert Rowland

Picture not a great one, but up to United Artists' standard. Norma Talmadge demonstrates again her first-rate ability, as does rest of the cast.

Austrian war story. A war waif is rescued from imprisonment by two Russian and Austrian officers who appoint themselves her guardian. They become her admirers and eventually rivals for her heart. The Great war comes and the two officers part, enemies. The Russian achieves revenge when he captures the Austrian town and forces the girl to yield herself to save the occupants of the town—The Austrian lover finally recognizes her great sacrifice and all is once more well between them.

With King's direction, Talmadge's acting and Marsh's photography there is a sufficient combination for box-office success.

"WATER FRONT"

First National

Directed by William A. Seiter
Featuring Dorothy Mackaill, Jack Mulhall

This comedy one of the best pictures on the current First National program. A sea story with Mulhall performing a nautical knock-out and Mackaill doing well as a light-hearted sailor's sweetheart. Chalk this one up for Seiter.

The daughter of a sea-skipper dreams of life on the bounding-main. The hero a sailor on her father's ship comes ashore and falls in love with her. Her father hates the sea and sailors in particular and warns his daughter against them—They do just the opposite with the skipper finally separating them but being won over to the marriage if they agree to live on a farm—the girl dissents and she is put through all the disagreeableness of sea life to her disgust and she agrees to the farm life.

"THE LITTLE WILD CAT"

Warner Brothers

Directed by Ray Enright
Featuring Audrey Ferris

A weak picture as far as plot is concerned. The director has done capably with the material on hand and makes his players give everything they have. May go over with non-critical audiences.

Story of a Kentucky Colonel who dislikes aviators but is finally tricked into presenting an airport to his city to save the family honor when exposed in a hotel.

Ferris, Fawcett, Hallam Cooley and James T. Murray as well as Doris Dawson do good work.

Pathe News Cameraman

Scoops Subway Wreck

Dave Oliver, a Pathe News cameraman, was an eye-witness of the subway disaster near Times Square, Friday night and filmed the first scenes of the big accident which was shown on Broadway two hours later. Prints were immediately dispatched by air mail to all parts of the country.

"THE NIGHT WATCH"

First National

Directed by Alexander Korda
Featuring Billie Dove

One of Dove's finest pictures, skillfully directed and well photographed—suitable for all theatre-goers and ready-made for Navy Department exploitation tie-ups.

This is a war picture with a naval background. The wife of a Naval Captain is neglected by her husband through press of duties and she falls a prey for a new lover. The rivalry for her love is followed all the way through a big naval battle.

"NAME THE WOMAN"

Columbia

Directed by Erle C. Kenton
Featuring Gaston Glass, Anita Stewart, Julianne Johnstone, Huntley Gordon

A splendid piece of dramatic mystery that will entertain all audiences who like to do their own thinking and solve their own mysteries. Well directed and has an imposing cast. Will hold attention all the way through.

A masked woman comes into court to testify in behalf of an innocent man accused of murder. A man is killed at a ball and a young libertine is accused of the murder. He refuses to tell the name of the woman who knows he is innocent and can clear him. Suffice to say that all comes out well in the end.

"THE HAWK'S NEST"

First National

Directed by Benjamin Christianson
Featuring Milton Sills, Doris Kenyon, Montague Love

Should entertain average audiences in small theatres and where Sills is a drawing card should be a good draw. Story is far-fetched but has a good typical Sills fight to redeem it.

Underworld story in Chinatown setting. Tough of the underworld fights for his dance-hall girl.

"MODERN MOTHERS"

Columbia

Directed by Phil Rosen
Featuring Helene Chadwick, Doug Fairbanks, Jr.

A sophisticated theme which some audiences may find trite, but picture suitably produced and will do well on double-bill.

Shall a woman of 4 marry a youth of 20? A Parisian actress has so many lovers she cannot keep track of them. She visits America to see her daughter left in the care of a sister. Her fame precedes her and she is ostracized—the daughter does not suspect and enlists her mother's aid in having a play produced. The playwright falls in love with the actress but she spurns him and mother and daughter are re-united.

Logan Faces Bigamy

LOS ANGELES—Miss Jacqueline Logan who married a broker Harry Winston in Tia Juana, faces a charge of bigamy, if she returns to live in California, Prosecutor Forrest Murray declares.

The actress received an interlocutory divorce decree in March 1928 which does not become final until next year.

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WARNER BROS. PICTURES, Inc.

By **H. M. WARNER, President**

August 24, 1928

LE BARON FORMS FBO STOCK CO.

Recruiting Big Stage Stars with Screen Personality

By JOE BLAIR
Hollywood Correspondent

A definite and permanent company of stock players, to appear exclusively in FBO Talkers is one of the plans now under consideration by William Le Baron, Vice-president in charge of production, at Hollywood.

Mr. Le Baron discussed this plan with FBO New York executives. He believes, in forming such a company, he will not only avoid the griefs of other companies in getting competent players and training new material, but that these players with each succeeding talker production will register with ever-increasing effectiveness and popularity in successive productions.

Mr. Le Baron's plan calls for stage stars who have screen personality which will register with equal effectiveness whether the film goes out to the present limited number of those exhibitors already equipped for sound, or the vast majority of theatres as yet unprepared for talking pictures.

Jane Winton with Fox

Coast reports have Fox signing Jane Winton on a long term contract for talking pictures. Miss Winton had a great amount of stage experience before entering the "silent drama".

Pathe Borrows Herbert

Pathe have borrowed F. Hugh Herbert, Paramount scenarist to write the original story and continuity for "Noisy Neighbors". It is a story of a New York gangster who moves his family to Virginia, thereby getting the "goats" of the Virginia blue-bloods. Production will start early in September.

Pathe Starts Three

August production schedule at Pathe includes "The Spieler," "Office Scandal" and "Geraldine." "Ned McCobb's Daughter," now in work, will be completed about the same time these three new productions are ready for the camera. "Captain Swagger," "Sal of Singapore," "Marked Money" and "Annapolis" are being edited.

Foreign Market 30%

Europe's market is important to the American motion picture industry because 30% of the total revenue from American film showings comes from abroad. The costly production standards of American studios is based on a world market for the completed film. In several notable instances the home market repaid only the actual cost of production and exploitation. Profits accrued only from subsequent releases in foreign markets.

Change "Soubrette"

"Soubrette" has been abandoned by Paramount as a title for the Richard Arlen-Nancy Carroll back-stage story now nearing completion at the studios. "Manhattan Cocktail" is the final selection.

STUDIO GOSSIP

Pathe's production of "The Office Scandal" goes in production today with Eddie Griffith directing and Phyllis Haver in the lead. It is an original by Adelaide Heilbron.

First National starts production of their first sound picture "Changling" September 3rd. George Fitzmaurice will direct with Dorothy Mackaill the star.

Courad Nagel and June Collyer have been assigned the leads in the Fox production "A Slice of Life". Ray Cannon, their new director find, will write and direct the production.

Kenneth Thomson has been signed by Columbia for a leading role in "The Street of Illusion".

The Dick Barthelmess picture "Scarlet Seas" will go into production at First National today with John Francis Dillon directing. Loretta Young will play opposite the star.

We are glad to see Robert Vignola back with a megaphone in his hand. Bob takes an assignment when he feels in the mood. He has plenty, consequently does not have to worry. He picks his shots and his next one will be at FBO.

Henry Lehrman will direct "Nobody's Children" for Fox.

FBO have signed Ethelyn Claire and Hugh Trevor for the leads in "Hey, Rube". George B. Seitz will direct.

Lena Basquette is leaving for New York for the New York opening of "The Godless Girl" at the Gaiety Theatre, Aug. 31st.

Harold Waldridge, New York stage comedian, is the first player selected for the cast of "Nize Baby," the adaptation of Milt Gross's best-seller which Metro-Goldwyn-Mayer will transfer to the screen. Waldridge, who played in "Polly Preferred," and "Love 'em and Leave 'em," was selected jointly by Gross and Harry Rapf, M-G-M executive, as an ideal choice for the part of Looy Dot Dope, and left a Broadway production which was in rehearsal to join the film unit.

Lionel Barrymore, who is now playing a featured part in "Alias Jimmy Valentine" at the Metro-Goldwyn-Mayer studio, has signed a new long-term contract with that company. Barrymore has played a wide variety of character roles during the past year.

Nick Grinde has been selected by Metro-Goldwyn-Mayer to direct "Perfecto," Gouveneur Morris's story of the tropics in which Tim McCoy will be starred on completion of his next two productions, "Humming Wires" and "Sioux Blood". One of Morris's stories, "The Penalty," was a great Lon Chaney success a number of years ago. Grinde has directed McCoy in three pictures.

James Ford, an extra in Corinne

Talmadge to Remake

"The Sign on the Door"

Norma Talmadge is to remake the Channing Pollock story, "The Sign on the Door" for United Artists release. It was originally made for First National. Gilbert Rowland, no doubt, will have the male lead.

"Spangles"

All the glamour and glitter of the sawdust ring will be featured in British Filmcraft's next big production "Spangles", a thrilling drama of the Circus, which goes into production next week under the direction of George Banfield.

Lester Cohen Signs

Lester Cohen, author of "The Great Bear" and "Sweepings" has renewed his writing contract with Paramount. He is now at work on an original story for Esther Ralston.

"Submarine" Booked

for Embassy Run

(Continued from page 1)

tive passion is depicted. Dorothy Revier's work in "Submarine" earned for her a leading role in Douglas Fairbanks' forthcoming, "The Man with the Iron Mask".

Frank Capra directed the Irvin Willat production.

Inde. Exhibitors Want

Moss Pool Showdown

(Continued from page 1)

stand on the whole proposition

New York independents seem as anxious as ever to put the combine through and will probably come to a show-down with Moss within the next few days.

Historic Lindbergh

Film to Be Presented

(Continued from page 1)

such, tenders to the motion picture industry a testimonial dinner of appreciation.

On that day at the Waldorf, a special attraction will be the showing of a feature for the first time of Col. Lindbergh's exploits. The film was compiled by the Motion Picture Producers and Distributors of America under the direction of Will H. Hays.

Griffith's "The Divine Lady", has just been signed to a long term contract, it was announced by First National today. He is now appearing in "Outcast," in which he plays one of the supporting roles. Miss Griffith is starred.

Ford is formerly from New York where he played with various musical shows as a chorus-boy. Recently he hitch-hiked to Hollywood, eventually landing a "bit" in "The Divine Lady."

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PARAMOUNT USING OWN SOUND STARS

With all this sound mania and companies rushing to the stage for players and names, Paramount has not scratched one name from their list of players with the possible exception of Pola Negri.

Players whose contracts have been renewed in the past quarter of a year include such names as George Bancroft, who was signed today, Emil Jannings, Mary Brian, Louise Brooks, Nancy Carroll, William Austin, Chester Conklin, Neil Hamilton, Arnold Kent, also signed today. Jack Loden and William Powell.

Members of their contract list who have been signed since the rage of sound pictures are Jean Arthur, Baclonova, Maurice Chevalier, John Cromwell, Paul Guerizman, Phillips R. Holmes, John Loder and Jack Oakie.

Baclonova, Chavalier, Guertzman, and Loder are all Continental with the exception of Loder, who is British. The last three mentioned were signed by Jesse L. Lasky on his recent European tour.

Chevalier, well known upon the European stage, will be used for sound pictures to a very great extent, according to Lasky. He is soon to start in a production in which he sings both in English and in French Guertzman, a youngster, is being given odd jobs around the studio to acquaint himself with motion picture methods. He is also being given four hours of schooling daily by the studio English instructor. Loder, who arrived in Hollywood last week, is a former British cavalry officer who will be used as a leading man.

Vignola at FBO

FBO have signed Robert Vignola to direct "Tropic Madness" for FBO. Leatrice Joy will be the star. Lena Malena is also in the cast.

Classified Advertisements

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First Movietone with Dialogue Opens in N. Y. Sept. 1

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 49

New York, Tuesday, August 28, 1928

FIVE CENTS

OBSERVATIONS

Reports

They are coming so fast, both silent and sound, one goes "goofy" trying to trace them down. It was bad enough when we just had the silent pictures to deal with, but with the addition of "talkies" its getting beyond all control.

Whiteman

We spent most of yesterday trying to run down the coast report that Fox had signed Paul Whiteman and his band for a Movietone. Nobody would say "yes" nor did they say "no". Not even a bit of encouragement. But things, that is announcements, are going to begin to pop over at Fox's soon and the list will represent an excellent Who's Who of the theatre. They do things very quietly over on Tenth Ave. Too quiet for our pleasure.

Cohan

We had not finished on Whiteman before a report came in that Warner's had bought the right to the George M. Cohan musical, "The Merry Malones" and that George M. himself would go to the coast to act one of the leading roles and supervise the Vitaphone record of this play. Harry Warner said "no" to this one, but that does not make it so. H. M. has the denying habit now. Its probably a very beneficial habit.

First National-Warner

And now we have the story of Warner's buying First National. Reads and listens good. Both organizations receiving finances from either the same source or sources that are extremely friendly. However, until some deal is positively announced we are going to stick to our yarn that Paramount exchanges will house the Warner product. If this story goes against us, we will be shown up as about the worst "mug" in this industry. If it turns out as we have, positively, printed..... well, that's another story.

Barthelmess

Coast reports have Dick Barthelmess going to Paramount to do "An American Tragedy". There is no one the screen, or off of it, who is so perfectly cast for so important a role. We understand Dick's First National contract is up soon.

WILKERSON

LOEW POOLS FOUR THEATRES IN NEW EAST SIDE COMBINE

Page Tex Rickard

If Tex Rickard could have been around the N. Y. First National exchange Friday, he would have grabbed "One Round Levy" for his heavyweight eliminations, as a result of his one round, one-punch knockout of Louis Goldberg, booker of the M & S Circuit. We understand that First National is considering sending Jules Levy (beg pardon, "One Round Levy") into the Chicago territory to dictate rentals to some unruly exhibitors.

"AIR CIRCUS" WITH DIALOGUE SEPT. 1

The first Movietone feature with dialogue to be released by any company, "The Air Circus", will be presented by William Fox at the Gaiety Theatre for an extended run beginning next Saturday afternoon, September 1.

In this production which supplants "Lost in the Arctic" Louise Dresser, David Rollins, Sue Carol and Arthur Lake all speak their lines.

(Continued on page 2)

Schenck Heads West

Joseph M. Schenck, John W. Conisidine, Jr., and Gerrit Lloyd, all United Artists production executives are leaving on the Century today for Hollywood, to put into production several new U. A. productions, among them "The Night Stick" and "Lummox".

WARNERS PAY \$7,000 FOR WINTER GARDEN

A \$3.30 top will probably prevail at the Winter Garden which Warner Brothers have taken over on a long-term lease approximating \$7,000 rent per week, when Al Jolson's "The Singing Fool" open there about the 15th of September.

This rental will be the highest ever paid for a Broadway theatre. The house seats approximately 1,800 and with capacity audiences should gross between \$50,000 and \$60,000 per week for the first few months.

SAM ZIERLER HANDLES "U" SOUND DISTRIBUTION

HOLLYWOOD—Along with the resignation of Samuel Zierler, as president of Excellent Pictures Corp., comes the rumor that Zierler has been engaged by Carl Laemmle, president of Universal for an important executive position at the New York home office, in connection with the distribution of sound pictures.

Zierler was formerly with Universal and served in the capacity of manager of the Big U exchange in New York. He started with Universal as a poster boy in the old 23rd Street office.

Starr in England

Herman Starr, Warner Executive has arrived in England with a print of "Noah's Ark" for trade screening. The picture is being heavily advertised on the continent.

Mayer & Schneider Houses Join Loew-Blinderman-Steiner Group

CONTROL BUYING

One of the biggest theatre pools ever formed in Greater New York is reported to have taken place last week, embracing theatres in the lower East Side and upper Harlem, operated by the Loew Circuit, Mayer & Schneider and Blinderman & Steiner. 26 theatres are involved, 12 of them situated downtown and 14 uptown. Nicholas M. Schenck stated yesterday that contrary to the report, it is positively not so, and they are not making any deals with anybody. Nevertheless, the deal has gone through, according to reliable informants.

Mayer & Schneider will head the combination and operate the pool with Louis Goldberg, present M & S booker doing the booking for the (Continued on page 2)

FOX FORCED TO FILE \$1,000,000 POLI BOND

The filing of a \$1,000,000 bond by the Fox Theatre Corporation with the Superior Court in Hartford, Connecticut, was necessary last week before Fox could finally claim full title and operation of the Poli chain.

The bond was necessary to protect the claims of the Hancock Co., Inc., of N. Y. which slapped a \$1,000,000 attachment on five Poli houses, in lieu of commissions owed in finding purchasers of the chain for Poli and which offers he rejected.

Cool Weather Brings

Big Grosses to B'way

Three films stood out particularly well on Broadway last week, which probably had the advantage of a cool and rainy spell to bring people to the theatres.

"The Patriot" with Emil Jannings, in the first week at its Rialto run broke records at that house with (Continued on page 4)

Aronson World Wide

J. D. Williams yesterday announced that Alexander F. Aronson, who for the past five years has been foreign representative for the M-G-M company will immediately become associated with World Wide Pictures in a similar capacity. His headquarters will be in London.

RCA DEAL CLOSED FOR MOSS POOL FINANCING

LATEST COLLEEN MOORE BOOKED IN PARAMOUNT

Colleen Moore's latest First National picture "Heart to Heart" is to have its New York premier at the Paramount Theatre starting September 8th.

This is a comedy of a little Italian Princess who returns to her native town in the United States and there meets her former sweetheart. Mary Astor and Lloyd Hughes are in the cast.

Actual closing of the deal between the RCA Photophone Corporation and a group of New York independent theatre owners, headed by B. S. Moss, whereby RCA in return for securing a great number of theatre outlets in New York on Photophone productions, will advance up to \$3,000,000 in financing the Moss Pool, was yesterday reported.

The I.M.P.E.A. last week issued a denial that they had approached the RCA people with any financing proposition, but this latest report would tend to clarify the situation and answer (Continued on page 4)

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London Office and Correspondent: Samuel Harris. "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Grob & Knoble, the Damon and Pythias of the exhibitors, have joined the no-hat lodge and yesterday gave a two man parade down Broadway . . . Joe Kennedy, coming like a house afire, seems to have stubbed his toe over at First National and now everyone is telling how and why Joe hasn't said a word . . . Fred Roche is the publicity head of First National, according to the New York World's story of a busted stunt, but Jerry Beatty doesn't believe it . . . Al Christie is here from the coast on a honeymoon tour, and incidentally his bride is touring with the comedy maker . . . Dave Chatkin has been given a bigger and better job and why not asks all of those who know best the life and works of the Publix theater hustler . . . Russell Holman, who writes good advertising for Paramount, is out with a new book and now we know what that boy did on his vacation besides catching fish . . . Lou Blumenthal, chairman of the membership committee of the Motion Picture Club, likes his committee pretty well but he'd like them a darned sight better if more of them would turn out to the meetings . . . W. L. Sherry, formerly one of the big men of the film industry, is now in the advertising business and going great . . . Artis Brilliant, who has been hibernating in Brooklyn for a long time past, shed the light of his smile on Broadway yesterday . . . Eddie Eschmann, formerly one of our best known sales managers, is now general manager of a chain of twelve theaters and everybody is pulling for Eddie to go as big in this as he did in his old line . . .

In defense of a jest made by Buck Jones about his first independent production "The Big Hop" last week, in which the western star referred to the picture as 'the big flop', it is understood that his remark was not a serious one and merely arose through a general discussion of airplane pictures.

JULIUS SINGER GETS SOUND SHORTS SALES

Julius Singer, veteran Universal sales executive, has been selected as Sales Manager for Sound Short product for Universal, it was announced yesterday by Lou B. Metzger, general sales manager for the Laemmle organization.

Working with Fred J. McConnell, Universal's sales manager for all short product, Singer will immediately develop this new phase of Universal's activity.

Coincident with this appointment, Universal has received its first Sound short novelty from Universal City. It is entitled "The Globe Trotter" and is listed as a Universal Vaudeville Novelty.

Singer has been with the Laemmle organization almost twenty years. He has been Short Subject's Manager, and in other executive positions.

Sunday Victory

SCOTTSBLUFF, Neb.—This town will have Sunday movies, as the result of a vote of 717 to 135 in the special election held July 26th. The victory was in response to the campaign instituted by William Ostenberg, Jr., owner of the Orpheum Theatre.

Drops "U" Suit

HOLLYWOOD—The suit against Universal Pictures demanding an accounting of the profits of "Jazz Mad", has been dropped by Mrs. D. K. Martin in Judge Murray's Court, who charged that an idea of her's was incorporated in the picture.

Crystal Re-opens

St. JOSEPH, Mo.—The Crystal Theatre is re-opening after being dark for seven years and is undergoing a complete remodeling and renovation.

First-run pictures and vaudeville will begin on August 15th.

Stockman House Open

WICHITA, Kan.—The first suburban theatre, the Uptown, was opened here last week by Harry J. Stockman, president of the theatre company. The opening picture was "The Jazz Singer". J. C. Hartman is manager of the house.

"Air Circus" with

Dialogue Sept. 1

(Continued from page 1)

In addition to the dialogue in "The Air Circus" the thrills of flying are enhanced by the whirring of the aeroplane motors, the crashing of planes, and other attendant sounds at a commercial aviation field.

Dardine Leaves "U"

Tuttle Replaces Him

E. F. Dardine, Universal manager at Charlotte, N. C., has resigned because of ill health. He is Universal's outstanding record holder, having been in charge of the Charlotte since 1913. He started in the film business in 1911 as a salesman for Universal in Philadelphia.

T. O. Tuttle, formerly Universal manager in Charleston, W. Va., has been transferred to the Charlotte office to succeed Dardine.

DROPS ADMISSIONS WITH MOVIE TONE

BALTIMORE—The action of the Valencia Theatre here in reducing admission prices in half and charging 35c despite the installation of Movietone apparatus and adoption of talking-picture policy has caused a storm of protest by other theatre owners.

Because of the reaction on the neighborhood houses, the M.P.T.O. of Maryland has sent a committee to New York to take the matter up with the Loew organization, because the monopoly now existing will affect every neighborhood house in Baltimore.

The Loew Circuit which operates the Valencia has given no reason for its change in policy.

Loew Pools Four Theatres in New East Side Combine

(Continued from page 1)

entire circuit.

The theatres involved are Loew's Delancey, Canal, Commodore and Avenue B. M & S, Florence, Clinton, Mt. Morris, Hollywood, New Douglas, New Delancey, Roosevelt, Odeon, New Law and the B & S Cosmo, Stadium, Regun, Jewel, Sunshine, Mecca, Harlem Grand, New 125th Street Harlem 5th Avenue, Ruby, Palace and Palastine.

The Loew Delancey has been a gold-mine since its inception; the Avenue B is doing a fair business but the Canal and Commodore have been losing a lot of money. The other chain houses in this pool have likewise been faced with poor business, due to competitive bidding and the fact that the downtown neighborhood is not what it once used to be, caused by the addition of new houses to the territory which means over-seating, and by the migrating of the East Side's population to other sections of the city.

Consequently this deal was the logical solution to a perplexing problem and was bound to come. The combine will now have a central buying control and be in a position to dictate prices if it so wishes.

"Speed Classic" Ready

Within the week Excellent Pictures Corporation will ship to its franchise-holders prints on "The Speed Classic".

"The Speed Classic" is a picturized adaptation of the story, "They're Off" and comes near to fitting in the comedy class.

Promote Golden

Metro-Goldwyn-Mayer have promoted George Golden, former assistant director to King Vidor, to the role of director. He is making "Honeymoon". Polly Moran, Harry Gibbon and the dog "Flash" are in the cast.

2-R Christ Film

Protecto Films, Inc., have obtained rights to a two-reel version of life in the Bavarian Alps where the Passion Players of Oberammergau appear in their religious play every year.

Anton Lang, the "Christus" is shown as well as other of the principal players, and traditional folk dances and costumes. The film may be synchronized.

More Records for "Lilac Time"

Three new records have been established by the First National production of "Lilac Time". At the Stillman Theatre in Cleveland the picture broke every known record for a single week's run and grossed more business in one week than a First National picture ever did in two weeks.

At the Buffalo Theatre, Buffalo, the house shattered all existing Saturday and Sunday records, the first two days of the run of the picture. The same condition holds true with the past Saturday and Sunday in Dallas.

Harry Cohn Host at Park Central

Columbia Pictures Corp., is giving a luncheon to the trade press today at the Park Central in honor of Harry Cohn, general manager in charge of west coast production.

Wesco In Walla Walla

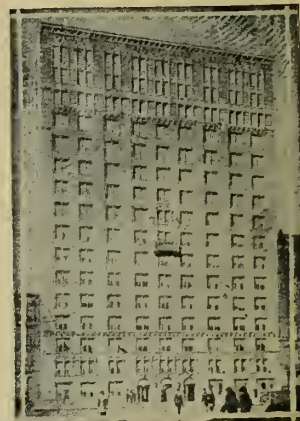
West Coast Theatres, Inc., may invade Walla Walla in Washington with a new 900 seat theatre. The theatre will be built for the Wesco subsidiary, the Pacific Northwest Theatres.

The city has four theatres now, all operated by Frederick Mercy.

"Man Who Laughs" Show

There will be a Universal trade showing of the synchronized version of "The Man Who Laughs" at the Globe theatre today.

THE OGDEN



50 W. 72nd St., New York City
NEW YORK'S NEWEST APARTMENT HOTEL
between Central Park and the HUDSON RIVER

Delightful homelike atmosphere. Inviting and Quiet—within a few minutes of Everything in New York City, and a complete Golf Course on Roof.

1 2 & 3 Rooms with Serving Pantries

Furnished or Unfurnished
Permanent or Transient
Excellent Food—Moderate Tariff
Endicott 3333

Pathe Forms International Corp.--Vogel Offices Absorbed

WOODHULL BUYS IN DANBURY THEATRES

National President R. F. Woodhull of the Motion Picture Theatre Owners of America, has recently taken an interest in the Danbury Theatres, Inc. of Danbury, Conn. and is taking charge of the Public Relations work for all of the company's theatres located in Danbury and elsewhere in the State. Chairman Joseph W. Walsh, of the Administrative Committee of the Motion Picture Theatre Owners of America, is President of the Danbury Theatres, Inc., and Ralph A. Griffing of Danbury, Treasurer.

In speaking of Mr. Woodhull's affiliation with their company, Messrs. Walsh and Griffing declared they considered the move of the greatest importance and that it placed these theatres in the foreground from the standpoint of giving real service to the different communities in which they are located.

GENERAL PICTURES GETS TALMADGE BOOKINGS

Mack D. Weinberger, sales manager of General Pictures Corp., producers and distributors of the Richard Talmadge subjects, announces that the First Graphic Exchange of Buffalo and Detroit have acquired the rights to these four subjects for the territories of upper New York State and Michigan.

New Cinema Chain

Still another "little theatre" movement chain has been organized in New York with a capital of 500 shares of common stock. It is known as the Little Cinema Theatres which Stroock & Stroock Incorporated.

U.A. Signs Finney

Edward Finney has been engaged by Vic Shapiro of United Artists to take charge of the Exhibitors' Service Division of the United Artists Corporation's advertising and publicity department.

Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

POSITIONS WANTED

THEATRE MANAGER AND PUBLICITY man desires position. Have handled Vitaphone, stock and legitimate theatres. Will go anywhere. Best References. Box 32 Exhibitors DAILY REVIEW.

BUSINESS OPPORTUNITIES

WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

Pathe has purchased all minority stockholders' interests in the Producers International Corporation and the business of that company and the Pathe export department will be merged in Pathe International Corporation, a one hundred percent subsidiary of Pathe Exchange, Inc., announces Colvin W. Brown, Executive Vice President.

"The Producers International Corporation brings to this new Pathe organization sixteen foreign offices in England, Germany, France, Czechoslovakia, Belgium, Switzerland, Sweden and Mexico; eight exchanges in Great Britain and distributor affiliations in practically every country of the world including Russia," says Brown.

William Vogel, who established and directed the enterprise, which has been handling the foreign sales of Pathe features, remains with the company as Vice President and General Manager. Under the consolidation, features and short subjects will continue to be handled by separate departments. Arthur Rousseau, who has managed the Pathe Export Department for twelve years, continues with the company as Vice President.

Vogel leaves for abroad immediately in the interests of the organization. Paris will be his first stop and his itinerary includes Berlin, Stockholm, Copenhagen, Prague, Brussels, Madrid, Rome, Milan and London.

The entire personnel of the New York headquarters of Producers International Corporation now located at 130 West 46th Street will move to the Pathe Building at 35 West 45th Street where the main offices of Pathe International Corporation will be established.

\$1.00 TOP FOR WOODS VOCAFILM PLAYS

The Chestnut Street Opera House in Philadelphia and another theatre in Washington may be turned over to sound pictures for the newly organized theatrical producers, Woods, Shuberts, Brady, Joe Gates, and Arthur Hammerstein.

"Jealousy" with Fay Bainter and Glenn Hunter is now being synchronized with Vocafilm, as the first attraction for the road-show houses controlled by the associated producers.

A top price of \$1.00 is to be charged, assuring the new form of entertainment a steady patronage at prices within reach of all.

Murdock Dead

Henry Murdock, comedian who has appeared in Educational comedies for many years, died last week in Hollywood, from strangulation. His last picture for Educational was in a Cameo comedy with Jeane Stone and Estelle Bradley.

Baclanova to Wed

HOLLYWOOD—When Olga Baclanova, Paramount star receives a Russian divorce from a former husband, she will marry Nicholas Sossanin, Russian film and stage player.

A Building That's A Crying Need!



Film Center Building

44th Street • NINTH AVENUE • 45th Street

MANY buildings are built in the hope that they will be wanted—the Film Center Building is being built in the knowledge that it's needed!—it isn't a real estate speculation—it's an investment in a neglected phase of the film industry!—designed, built and equipped for Film Exchanges—concentrating them under one roof—isolating them away from congestion—within reach of everything and yet still within the law!!

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Special projection and inspection rooms.

Whole floors of 18,000 square feet.

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FILM CENTER, INC., Builders . . . ABE N. ADELSON, Pres.

Photophone Chosen for Swanson's Next Badger-Von Sternberg Win Honors

RCA Engineers on Way to Coast to Aid Le Baron- Von Stroheim

By JOE BLAIR
Hollywood Correspondent

The New York office of Gloria Swanson has announced that a deal has just been concluded whereby the Radio Corporation of America will furnish the sound for her United Artists production "Queen Kelly" soon to go into production. It will not be an all-talkie, but will have several talking sequences in it.

William LeBaron, responsible for the production management of "Queen Kelly", conferred last week with United Artists officials in New York and then departed for Hollywood, where production of the film will be begun on September 3rd. Radio Corporation engineers accompanied him.

Mr. LeBaron announced that Walter Byron, Tully Marshall, Maude George and Albert Conti have been signed to support Miss Swanson in this Erich von Stroheim story, which the maker of "Greed", "The Merry Widow" and "The Wedding March" will direct. It is planned to have "Queen Kelly" completed by December 15th, when three negatives will be delivered to United Artists; one silent negative for America, one silent negative for foreign countries, and one sound negative for America.

The climatic scene in the final reel will witness a combination of voice, orchestral music, sound effects and visual spectacle.

Gilbert to Leave M-G-M?

The contract between John Gilbert and Metro-Goldwyn-Mayer expires around the first of the year and Gilbert is reported to have said that "it would not be renewed".

It is known that several producers are angling for the services of this star, even at this early date.

J. Robert Rubin, in charge of production at the New York office, on being asked about the contract said, "it is not fair for you to ask me such a question, why should we disclose when his contract is up and give our competitors a chance to bid for his services".

Mrs. Reid to Direct

Mrs. Wallace Reid will soon become our third feminine director joining the ranks of Lois Weber and Dorothy Arzner. Her first picture will be "Linda" and Helen Foster will have the lead.

Goulding's Original

Edmund Goulding has written an original for M-G-M soon to be produced. It is to be known as "Broadway Melody" and is a story of New York night and back stage life.

Censors Talkies

HOUSTON — Mrs. T. H. Eggert, City Censor of this city, has decided to exercise her authority over sound sequences in pictures as well as over silent pictures.

STUDIO GOSSIP

Al St. John the comic, has been engaged by Henery King to enact the leading comic role in "She Goes to War".

Paul Bern is leaving Hollywood in about two weeks to meet Joseph P. Kennedy on his return from Europe.

The featured players for Paramount's "Buresque" have finally been decided on. Jack Oakie and Nancy Carroll will have the leads.

Ralph Block, production supervisor at Pathe's announced that the next Phyllis Haver picture will be "The Shady Lady" instead of "The Office Scandal". The later production will be done later. Edward Griffith will direct from the original story of Jack Jungmeyer.

Louise Dresser has decided she needs a vacation. Together with Mr. and Mrs. William Courtney, she will journey to New York in the next few days.

Doris Anderson is the author of the next Fay Wray-Gary Cooper picture, "Rodeo Romance". This little girl is pretty enough to be starring in pictures instead of writing them.

Gladys McConnell has been chosen to play the lead in the ten episode serial to be made by Pathe, "The Tiger's Shadow".

Aileen Pringle has been added to the cast of "Adrienne Lacouvereur" the M-G-M picture soon to go into production.

John Davidson and Eddie Foy, Jr., have been signed for leading roles in "Queen of the Night Clubs" to be made by Warner's with Texas Guinan in the lead. Roy Del Ruth will direct.

RCA Deal Closed for

Moss Pool Financing

(Continued from page 1)

wer the queries of the exhibitor leaders who were demanding a show-down this week on assurances that the pool would produce some action before the first of September.

Despite the further denials of Herbert Ebenstein, I.M.P.E.A. secretary that Kuhn Loeb & Company had been approached with a proposition of mortgage financing, the Theatre Factors, Inc. it is more likely than ever that this part of the B. S. Moss pool is going through and will mean that independent exhibitors hereabouts will have little to worry about as far as money obligations go, if the combine is consummated.

P-F-L Signs Florey

Robert Florey, who gained quite a bit of publicity on the strength of his statement that he had made a picture at a total negative cost of \$97.00, has been signed by Paramount to write and direct.

TIFFANY-STAHl SIGN FOR PHOTOPHONE

Tiffany-Stahl Productions yesterday announced the signing of contracts with RCA Photophone for the synchronization of their product. It is understood that RCA guarantees interchangeability and ability to play Photophone over Vitaphone and Movietone apparatus.

Tiffany-Stahl now has in the course of synchronization two of their ten special productions, "The Toilers", a Reginald Barker Special and "The Cavalier", to be known as Tiffany Tone Productions with scores and effects by RCA Photophone. These are to be ready for distribution by September 15th.

The scoring of "The Toilers" has been completed under the direction of Dr. Hugo Reisenfeld who has given this great mine epic an exceptional musical accompaniment. Another famous Maestro is also completing the scoring of "The Cavalier".

In addition to the synchronization of the ten special productions the company will also produce with sound ten Tiffany Color Symphonies the first of short subjects to be synchronized in natural colors.

Depinet Lines up

3 Mackaill-Mulhalls

Ned E. Depinet, general sales manager of First National Pictures announces a new line up on the Dorothy Mackaill and Jack Mulhall pictures for the President Group of releases for 1928-29.

The two players will be teamed in three productions "Waterfront," which William A. Seiter has just completed, "Children of the Ritz", from Cornell Woolrich's prize-winning novel, and "Two Weeks Off", from the play by Kenyon Nicholson and Thomas Borrows.

Miss Mackaill will be featured alone in "The Girl in the Glass Cage", from the novel by George Kibbe Turner, and Mulhall will be featured alone in "Ritzzy Rosie" from the short story by Charles Beahan and Garrett Fort.

BIG GROSSES ON BROADWAY

(Continued from page 1)

\$51,400. "Four Walls" with John Gilbert, at the Capitol took in \$76,377.25 and exceeded Paramount's "The First Kiss" which did \$75,900. The other winner and best showing of the week was the second week of "Four Sons" at the Roxy which did \$130,917.50.

Warner Bros. "The Terror" in its second week did \$21,177.26; "White Shadows" at the Astor picked up with \$20,044.75; "The Perfect Crime" in its 3rd week at the Rivoli did \$18,900 and "Lilac Time" at the Central also did well with \$16,116.75.

"Wings" continues strong with \$14,000; "Red Dance" at the Globe did \$8,926; "Lost in the Arctic" at the Gaiety, \$5,804 and "Two Brothers" at the Cameo, \$5,170.

Paramount Directors Win Lasky Gold and Silver Medals

Symbolizing their directorial achievements in producing the outstanding pictures of the 1927 season at the Paramount theater in New York, medals of honor in gold and silver were awarded to Josef von Sternberg and Clarence Badger today.

Jesse L. Lasky, first vice president in charge of production, personally made the presentations on behalf of the Paramount Famous Lasky corporation.

Awarded for 'Underworld'

Von Sternberg's medallion cast in solid gold, memorializes the selection of his production, "Underworld" as the most successful picture shown at the Paramount theater during the 1927 season.

Badger's medal, of pure silver, is a token of the success of "It" which ranked second in the 1927 tabulation, made by the judges, Jesse L. Lasky, S. R. Kent, general manager of the corporation, and Sam Katz, president of Publix theaters.

M-G-M SIGNS WILLARD MACK FOR PRODUCTION

Willard Mack, playwright has been signed by Metro-Goldwyn-Mayer Corporation to assist in the supervision of talking motion pictures. The author and producer will leave for Hollywood not later than October 1st to take up his production duties.

It is also probable that one of Mr. Mack's plays, "A Free Soul" will be made by M-G-M as a talkie under Mack's direction.

U. A. Buys Russ Film

Joseph M. Schenck has brought back for United Artists a Russian film, "The Tsar and the Poet" an episode in the life of the Russian national poet, Pushkin, which will be reedited and recut to suit American audiences.

Blumenstock Hits One

in "Home James"

In addition to having titled some 35 pictures in the past year, Mort Blumenstock, formerly with the home office of First National is blossoming out as a scenarist.

His original screen story for Laura La Plante on the Universal program, "Home James" has been completed and is said to be one of the best vehicles Miss Plante has had to date.

Mort has titled over 20 pictures for Columbia; 12 for First National and several for FBO.

Dead Fan Mail

Paramount receives on the average of two letters a day addressed to Rudolph Valentino and one each day for Wallace Reid.

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 50

New York, Wednesday, August 29, 1928

FIVE CENTS

OBSERVATIONS

"Show Girl"—The Book

Ned Depinet asked us to read "Show Girl". We did and never enjoyed a book so much. It was written by J. P. McEvoy and is being done into a picture by First National. It's a cinch attraction, can't fail. F. N. have put one over in acquiring this book.

"Show Girl"—The Picture

Advices from the coast from one who has seen most of the "rushes" of this picture being made by Al Santell labels it as a "wow" and one for the book. Much praise is being voiced for the marvelous work of Alice White, in the lead. She is made to order for this part. Although I have not seen the picture, but HAVE read the book and have received very authentic information from one who knows regarding the merits of the picture we suggest to those interested....."grab this one".

Harry Cohn

Harry Cohn was host to a few of us yesterday at the Park Central and took up most of his and our time, telling us what a great picture "Noah's Ark" was. And Warner's made this one. Harry is just that way though, always on the lookout for the best and when he finds it, goes out of his way to let the world know. He was finally prevailed on to mention "Submarine" his latest Columbia. Opening at the Embassy, Thursday night. From the way Harry talked about it we are expecting something out of the ordinary. And it will probably be that.

Barnum Rothstein

Nat Rothstein, the Barnum of motion picture advertising men, has topped them all with his latest. It's not so "Barnum". It's a bit more serious, more dignified, more sincere. It is an expensive parchment heralding the synchronization of the two Universal pictures "The Man Who Laughs" and "Uncle Tom's Cabin" inscribed with the names of every official of Universal. The whole thing is different, it is new. It's effect will be instantaneous. Congratulations Nat! Every theatre equipped for sound will want a copy and will get one.

WILKERSON

Gov't. Seeks to Indict Okla. MPTO--Spearman Summoned

F & R Outbids Pantages in Scramble for Vitaphone Product in N.W.

Paramount Officials

Up in the Air

Sidney R. Kent and Emmanuel Cohen were in conference Monday but nobody was allowed to leave the room. The reason for this was that the conference was up in the dirigible "Los Angeles" when it flew from Lakehurst to New York City.

If any more picture executives take to the air, reporters will soon be chasing them through the clouds in pursuit balloons to gather news of the industry.

METZGER POSITIVE ON 16 "U" SYNCHROS

Lou B. Metzger held a home-office Eastern Sales Convention this past week-end and announced to the sales forces that Universal will positively have 16 synchronized pictures for Fall and Winter; four of which will be with music and sound effects, some all-talkies and the others with dialogue.

Every Universal picture will have two negatives, silent and sound.

"Motherhood" Breaking

Up-State B.O. Records

The picture "Motherhood" being released by the State Cinema Corporation of New York at its first New York showing at the Cameo Theatre, Newburgh and the Strand Theatre, Poughkeepsie last week broke every known house record. The picture will play return dates in early October.

REISMAN ANNOUNCES GRUBEL CHAIN BOOKING

Phil Reisman, General Sales Manager of Pathe, reports that Harry Scott, Short Subjects Sales Manager, now on a mid-west sales trip, teamed with E. S. Oldsmith, Manager of the Kansas City Branch, in signing up the Grubel Brothers Circuit for this season's entire Pathe program.

Warner Brothers have closed a big deal for Vitaphone product with the F & R Northwest Theatre Circuit, for which product the Pantages Circuit had been bidding.

Pantages is planning a change in the policy of many of his theatres and was dickering to get first-run privileges on Vitaphone for this coming year in Minneapolis, Duluth, Fargo, Aberdeen and other Northwest spots.

Finkelstein & Ruben were originally outbid by Pantages for the product but from Warner home-office information, it seems that F & R finally made the highest offer.

Other states that Pantages is prominent in are being negotiated for and it is most likely that Warners will close with him shortly for Vitaphone in the Pan coast houses.

Pantages is also reported dickering for Educational product including the Kinograms Newsreel and sound comedies made with Vocafilm.

J. D. WILLIAMS LOCATES NEW OFFICES ON 46 ST.

World Wide Pictures, Inc., have leased the 8th floor of the Leavitt Building, 130 West 46th Street, which it will occupy commencing August 30th as its home office.

J. D. Williams; the Company's sales manager, whose name will be announced next week, and the advertising and publicity departments.

V. P. Pickrel Disgusted with Organization—Threatens to Resign

OKLAHOMA CITY—The ranks of the Oklahoma theatre owners may soon be disrupted by the threatened resignation of Fred Pickrel as Vice-President and member of the state organization.

W. Z. Spearman, head of the M.P. T.O. has been called to Washington by the Federal authorities to show cause why the M.P.T.O. of Oklahoma should not be indicted for violation of laws governing restraint of trade, as the outcome of their stand on arbitration.

Pickrel charges non-support by his organization in the troubles that have arisen in Ponca City by the free-show menace. He has brought charges against Pathe, FBO and Fox for selling to the tent opposition, at various times and has subsequently lost arbitration decisions against them.

(Continued on page 2)

STEFFES CONFERRING IN CHICAGO WITH LEADERS

W. A. Steffes is in Chicago today conferring with H. M. Ritchey, Frank Rembusch, Col. Cole and Jack Miller on Steffe's pet plan to resurrect the Allied Group of Independent exhibitors.

It is thought that Steffes will recommend calling an open meeting of independents at Chicago, the week before the convention of the M.P. T.O.A. which meets in Toronto, October 16, 17, 18.

\$10,000,000 Fox-Brooklyn Newest in Chain Opens Fri.

The New Fox Theatre at Flatbush Avenue and Nevins Street, Brooklyn, which according to the Building Department records is the largest and most costly playhouse in that borough, will be formally opened on Friday, August 31st. The house has a capacity of 5000 seats and represents an investment of \$10,000,000.

This most recent addition to the Fox chain, which now embraces more than 280 theatres throughout the United States, is the most ornate ever built by the Circuit and is one

of the best equipped to be found anywhere in the country.

The entertainment policy which has been prepared by the executives of the Circuit calls for de luxe programs, with "road show" motion pictures as a nucleus surrounded by stage and concert presentations and Fox Movietone features.

A special orchestra has been assembled composed of seventy pieces which will be under the leadership of Charles Previn, with Frederic Fradkin as associate.

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

W. R. WILKERSON, Publisher and Editor

Abraham Bernstein, Managing Editor; Herman J. Schleier, Business Manager; B. F. Livingston, Circulation Manager.

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Most of our New York City subscribers are furnished their papers by carriers, in order that they will get a more prompt service than that given by mail. Subscribers will oblige by notifying us about any lapse in service.

Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hempstead 1514)

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

M-G-M Player Contracts Call for Silent and Sound

Metro-Goldwyn-Mayer have re-drafted their artists contracts to read that players may be used for either silent or sound pictures.

Government Seeks to

Indict Okla. M.P.T.O.

(Continued from page 1)

He states that Spearman's actions gives him a disgusted opinion of the M.P.T.O. together with the arbitration board and its methods. He complains that every theatre in Ponca City with the exception of two in their Bogan chain of 9 houses, has been forced to close and that the exhibitors organization has afforded them no relief.

New Television Body

Formed In Albany

The Television Society, Inc., has been formed at Albany to experiment in transmission and reception of radio motion pictures.

Offices will be in New York City and among the directors and incorporators are: George H. Clark, 2133 Broadway, New York City; Alva A. Carter, Harold G. Erstrom and Charles Izenstark, Chicago; George Lewis, Newark, N. J.; John T. Morgan, Charleston, W. Va.; Michael Ert, Milwaukee, Wis.; Henry M. Lane, Belmont, Mass.; Fred D. Williams, Cambridge, Mass.; Harold J. Wrap and Julian E. Sampson, St. Louis, Mo., and John Van Allen, Buffalo.

Sunday Movies Win

In Norman, Okla.

OKLAHOMA CITY—The Blue-Nose element has lost its fight to ban Sunday motion pictures in Norman, Okla. An election on August 7th, ended a bitter controversy of long standing in this University town.

Exhibitors will now have a potential audience of between five and six thousand patrons, mostly made up of college students.

Fox Movietone Signs

Golden Stage Star

Fox Movietone has engaged one of Broadway's noted dramatic actors for their talking picture stock company. He is Muni Wiesenfriend, star of the stage plays "We Americans" and "Four Walls" which Sam H. Harris and John Golden staged last year, and of countless plays in the Yiddish tongue.

Exhaustive tests of Wiesenfriend were made by Fox-Case in New York and as the art and voice of the character actor exceeded all expectations, he was given a three-year contract. Wiesenfriend leaves for Hollywood in a month to start his first picture.

Simmons and Hy Daab

Mike Simmons, Gotham broadcaster over WPCB every Thursday will have as his guest tomorrow, August 30th at 7 P.M., Hy Daab of FBO and Ted Paramore, Jr., collaborators on "Ringside" a Gene Buck stage play which opens on Broadway next Wednesday evening.

Hollywood News

NEW STUDIOS FOR TREM CARR-RAYART

Trem Carr, producing head of Rayart Pictures, who have been producing at the large Metropolitan Studios in Hollywood, announced this week that he is negotiating for several sites on which to erect new studios to house the several Trem Carr-Rayart units. Tentative selections are at the new Studio City properties in which Sennett has already built and the Christies are building.

As laid out, the Rayart plant will consist of three separate studios, two for Silent Pictures and one sound proof studio in order that the Rayart organization will be in line to meet the demand for sound pictures in case the demand continues.

Trem Carr has built up a very fine organization, headed by directors Scott Pembroke and Duke Worne. Arthur Hoerl and George Pyper are chief scenarists, while Buddy Post has been appointed production manager and J. S. Harrington Editor-in-Chief.

Ground will likely be broken for the Rayart Studios by October 1st. Present plans contemplate the expenditure of a considerable sum in real estate and studio properties.

Neilan's Own Talkie

Marshall Neilan is making plans for the immediate production of an all-star "talkie," which will be made on a large scale with Independent capital.

W. Scott Darling, author of "Scarlet Seas," the next Richard Barthelmess offering, is now collaborating with Neilan on the story.

Jolson Here Friday

Work having been completed on his Warner Bros. Vitaphone picture, "The Singing Fool," Al Jolson is en route east. He is expected to arrive here Thursday or Friday.

Fox Gets Hersholt

Jean Hersholt has been borrowed from Universal for one of the best roles in the F. W. Murnau production "Our Daily Bread" which he is to make for Fox.

We furnish

Wire and Local News to Our Readers

That accounts for the steady increase in circulation of

Exhibitors

DAILY REVIEW

FIVE ALL-TALKIES BUSY ON FOX LOT

There is great activity on the Fox West Coast lot. This organization has five all-talkie pictures in production in addition to several of the silent one's, and in making a talkie, it seems that twice as many people are involved. That might not be a fact, but it seems so.

2 BROADWAY ARTISTS

Of the all-talkies John Ford is making "Napoleon's Barber" an original by Arthur Caesar. Raul Walsh is making "Caballeros Way" with dialogue by Tom Barry. Lou Siler is making "Badges" by Max Marcin. J. G. Blystone is making the Milton Gropper story "Through Different Eyes". This by the way, is Blystone's forty-fifth Fox picture and his second Movietone, the other being "Mother Knows Best" that is soon to have its world's premier at the Carthay Circle Theatre in Los Angeles.

ALL SYNCHRONIZED

Of the silent variety (but with synchronization) F. W. Murnau is making "Our Daily Bread" with Charles Farrell and Mary Duncan; Frank Borzage is making "The River" with the same two players; Henry Lehrman is doing "Homesick" with Sammy Cohen and Marjorie Bebe; Raymond Cannon is directing June Collyer and Conrad Nagel in "Husbands Are Liars"; William K. Howard has Janet Gaynor and Charles Morton in "Street Fair"; and Irving Cummings is making "Romance of the Underworld" with Gert-rude Astor, John Bowles and Ben Bard in the leads.

Hines for Smith Rally

Johnnie Hines is in charge of an immense "Al Smith Boosters" rally to be held at the Hollywood Bowl on Tuesday evening, September 11. Among other names announced for this gathering are Tom Mix, Charlie Murray, Bebe Daniels, Sally O'Neill, Molly O'Day and Lois Wilson.

P-F-L Borrows Velez

Lupe Velez has been borrowed by Paramount for an important role in their first all-talkie "The Wolf Song". Lupe in addition to speaking her lines will sing several Mexican songs. John Farrow has written the scenario from the Harvey Ferguson book and Victor Flemming will direct.

MANHATTAN STUDIOS, Inc.

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Pathe News Soon in SOUND

NEW YORK TIMES

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Movie Camera Man Sees Wreck.

Dave Oliver, a Pathé News camera man, saw the disaster. He was standing on the Times Square platform, having missed the fatal train. He was on his way home and was carrying his camera outfit and several rolls of his camera outfit and for use on a night highly sensitized film had been assigned. Job to which he was fighting against.

ward crush of the terrific down- wreck set up his camera as near the the disaster. In an attempt to get heavy street and photographed tripod motion with his camera and and were damaged in the crush His confusion.

His account of the accident fol- lows:

"I was on my way to the Pennsylv- vania Station and I was just cursing my luck for missing the train which was just pulling out. I was watch- ing the train disappear, when sud- denly I heard a screeching of what sounded like a train's brakes. Then there was an explosion. Everything went dark. I heard women scream and then groans. Smoke and over- powering fumes began to fill the station. Several women fainted on the platform.

Battles Throng to Get Pictures.

"My first thought was pictures. I fought my way as close to the down- town end of the platform as possible. By the time I got there, the lights were on again on the platform and down the track. I was able to get a little room and set my camera up long enough to photograph the wreckage.

"Most of the smoke had cleared away. I guess they turned the power off. I could see the train down the tracks. It was bent and twisted

YORK TIMES

Post Office, New York
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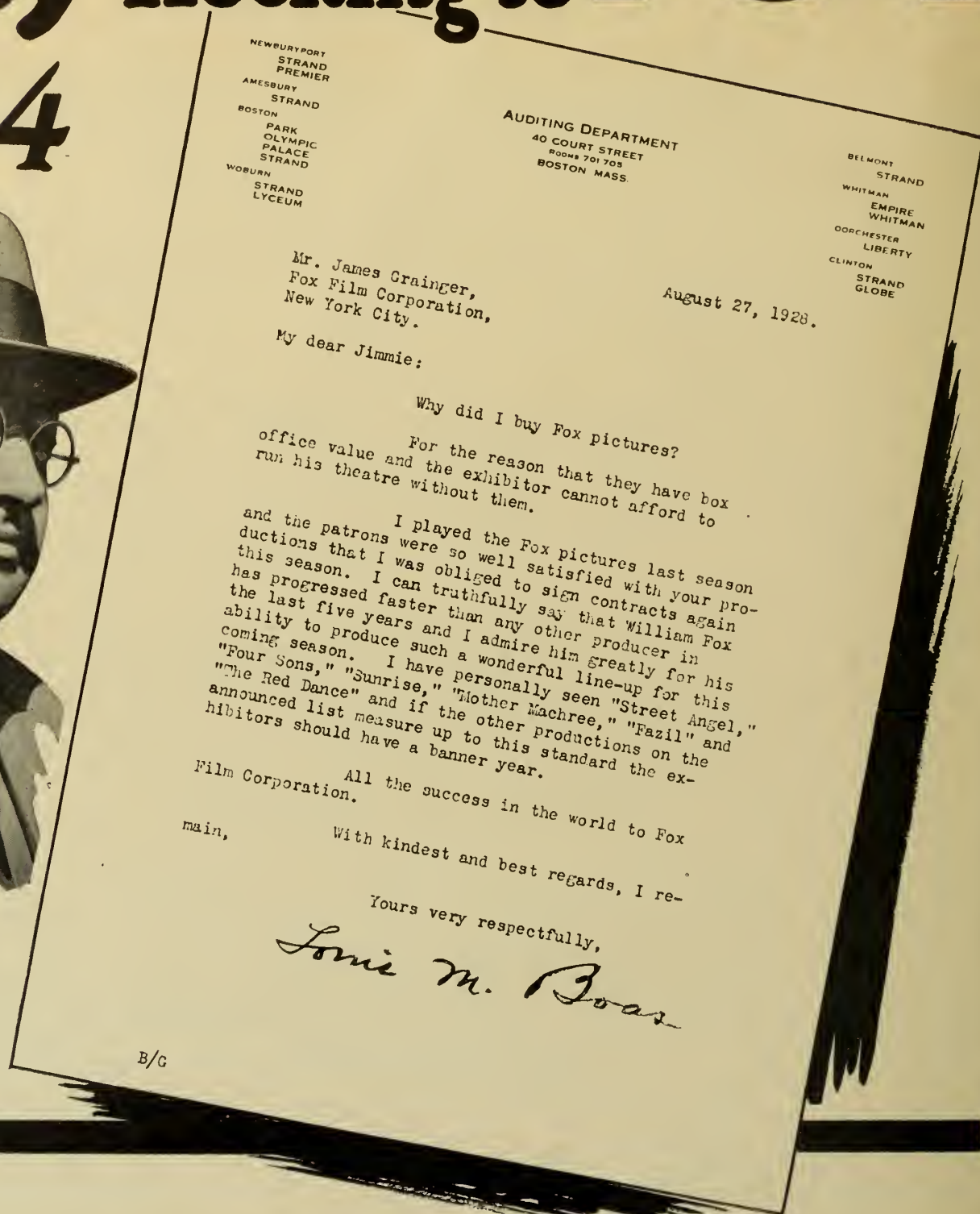
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and tripod were
in the crush and con-

Why they are flocking to FOX

Nº 4



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DAILY REVIEW

EXHIBITORS

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Reg. U. S. Pat. Off.

VOL. 24 No. 51

New York, Thursday, August 30, 1928

FIVE CENTS

OBSERVATIONS

The Two Giants

General and Western Electric have a lot of our big executives worried at the present moment. The fact can't be denied that with the resources of these two great organizations and the added fact that the motion picture industry is acting like a child with a new toy, it will only be a matter of time before these two giants will close in and gobble up all the candy.

Ammunition

The "electric's" have motion pictures eating out of their hands. They are feeding them with food that, although tasting good, is going to prove very indigestible before long. They have every important company tied in for a lot of money and it is this money coming from motion pictures that will be used as ammunition to kill them off when the proper moment arrives.

That Service Fee

We are told there is a clause in the contract for the installation of sound equipment in theatres calling for a fee of \$60.00 a week "for service." This has to be paid weekly in addition to any other charge that might be levied. Assuming that in time, 10,000 of our 21,000 houses become wired, the service fee alone will amount to SIX HUNDRED THOUSAND A WEEK. This amount alone would pay the weekly production costs of all the major studio's. With several of the small one's financed on the small change left.

Fascinating

The motion picture business is very fascinating. Few have ever left it, once they got in. It has a stronger pull than the newspaper and the circus. It has a great enchantment and once set, the reward is great. It is the world's fourth largest industry. Consequently with the laying of velvet carpets for them to enter, feeding them from gold plates and showering them with instructions they have been paid to take, do you think Western and General will say "No!"

WILKERSON

WILLIAM FOX BUYING 100 THEATRES IN GREATER N. Y.

DU PONT BUY IN P-F-L SENDS STOCK HIGHER

Spreading out their activities in the film production and distribution business, the Du Pont interests are reported to have bought a considerable block of Paramount Famous-Lasky stock on the open market, and will be represented on the P-F-L Board of Directors at the next quarterly meeting.

Whether this report had anything to do with the Paramount stock leading other film stocks with a 3½ pt. rise yesterday to 142, a new high for the year, is not known, but it is known that certain Wall Street interests, as early as June were engaged in gathering up all available shares in an effort to send the price (Continued on page 3)

COLUMBIA'S 'SUBMARINE' AT EMBASSY TONIGHT

The second Columbia Pictures Special to play Broadway this season at a 2-a-day \$2.00 top is "Submarine" which opens tonight for a run at the Embassy Theatre. The first was "The Scarlet Lady" with Lya de Putti which preceded "Submarine" at the same theatre.

Jack Holt, Dorothy Revier and Ralph Graves are the principal players and Frank Capra directed.

BERLIN INT. CONGRESS REGRETS U. S. ABSENCE

By Dr. R. Otto
Berlin Correspondent

BERLIN—I am authorized by the Council of the German Exhibitors' Association to convey the following message to the American exhibitors.

"The Council greatly regrets that no American delegates can be welcomed at the present Exhibitors' Meeting together with the representatives of seventeen European countries."

"The German Exhibitors' Association would have been specially pleased to have American comrades in its midst at these festivities, as it is our American colleagues who are the most successful protagonists in the struggle for all that which the (Continued on page 4)

BROOKLYN-PARAMOUNT TO OPEN IN NOVEMBER

The Brooklyn Paramount Theatre is nearing completion and will open its doors sometime in November. The theatre is larger than the Paramount in New York, seating about five thousand. It is located at DeKalb Ave. and Flatbush Extension.

The policy of the theatre will be the same as that of the New York Paramount, with pictures and stage shows.

About to Close Deal for the Purchase of Controlling Interest in Moss-Sapiro Group

William Fox is about to close a deal for the purchase of the controlling interest in close to 100 theatres in New York City and Brooklyn.

If and when the deal is closed, it will rival the acquisition by this startling operator of the purchase of the West Coast Theatres late last winter in that it will involve equally as much money and also the length of time required to close.

It is a known fact that Fox stepped into the West Coast field on a few hours notice and closed it with almost equal rapidity. In the present instance he was informed forty-eight hours ago that a deal could be made with members of the Moss-Sapiro pool and if the sale is not actually closed it will be within a few hours.

(Continued on page 2)

INDIAN BUYING FILM

Indian Theatre Magnate Laying in 1928-29 Supply

J. Madan of the Madan Theatres in India, largest controlling theatre factor in that country, has arrived in New York from London to purchase films for his circuit for the next year.

Madan was dickering for considerable British product but did not purchase as prices were too high.

Fox Stock Rises

Fox Film "A" yesterday rose 1½ points to within ¾ points of the year's high mark of 92¼. The stock has gradually risen within the past month, ½ point or 1 point at a time in a sure but gradual rise.

Shaw's "St. Joan" to Be Made into a Talkie

LONDON — George Bernard Shaw will make another talkie but not for movietone. This time it will be with British Phototone, with which Charles Clayton Hutton is associated.

The next talkie will be a condensed version of "St. Joan" with Sybil Thorndyke in the cast. Hutton was the one who persuaded Shaw to do his first film talker against Shaw's wishes.

SUDDEN 10 PT. STANLEY STOCK RISE MYSTIFIES

M. P. CLUB'S FORMAL OPENING SEPT. 12

The work of constructing the Motion Picture Clubhouse at 1560 Broadway has so far advanced under direction of Mr. Lee Ochs that the date of opening has been decided.

The board has decided to open the club informally on Sept 10th, when all of the functions of the Club will be operative and every last bit of decoration and furniture in place.

However, the formal opening and dedication of the Club will not take place until September 12th. Elaborate plans are now being worked (Continued on page 3)

Rumor Places Warners in Control of Stanley Circuit

Mystifying reports were emanating from Wall Street yesterday, based on the sudden rise in the price of the Stanley Company of America stock on the exchange this week.

From a closing of around 37 last week, the stock yesterday reached 50, having gained over 10 points in the last two days. Observers watching this stock closely circulated the report that one possible explanation of the rise was that Warner Brothers were seeking to purchase control of (Continued on page 2)

DAILY REVIEW

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemphstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

12,500 IN BERLIN PICTURE INDUSTRY

According to the "Film Kurier" of Germany, 12,500 persons are directly employed in the Berlin film industry, just as many as in the Berlin gas, water and electric works—not counting the affiliated trades of printing, costume making, etc.

The staff of the producing and renting firms, consists of 3,300 persons; 1,800 workers are employed in the studios, 800 in film laboratories.

Actors and actresses in regular employment number about 400 while approximately 500 extras get intermittent work. Directors and technicians number 100; architects, cameramen and scenarists may total 550.

The Berlin picture theatres employ a personnel of 3,150 and 1,900 musicians.

Testing Darktown Voices in Harlem

Harlem in New York is all aflutter. Every person of ebony hue having any stage experience is being rushed to New York local studio's for tests as there seems to be a great demand on the part of several producers for Negro players.

King Vidor's representatives are testing for the all-negro picture Vidor was to have made for Metro-Goldwyn-Mayer but it is understood they will not go through with it, King trying to get Samuel Goldwyn to back the film. Al Christie is making tests for the leading characters in the Octavius Roy Cohen series he is to make.

Sudden 10 Pt. Stanley Stock Rise Mystifies

(Continued from page 1)

the Stanley Circuit.

Others put forth just as excellent reasons why this couldn't be so, alleging that Goldman Sachs & Company, financing the Warner Brothers and also the Stanley Company, had withdrawn their support of Warners or had been given the cold shoulder by the Warners themselves, and that the increase in the value of the stock was caused by the excellent prospects of the company for the second half of 1928. Economy has been the watchword of Rossheim, the Stanley President, and all departments have been slashed as well as expensive vaudeville presentations unit shows scrapped and other departmental activities strengthened. This may be the real cause of the boom.

Major Albert Warner characterizes any merger with Stanley as ridiculous and denies that his company has any need of further theatre outlets at this time. Rossheim could not be reached for particulars.

Buys 3 Houses

CLEVELAND—The Interstate Theatres Corporation has purchased three theatres in Lorain, O., from J. V. Wolcott and associates. Wolcott now retains only one theatre, the Princess, a 24-hour grind house in Cleveland. The theatres sold were the Standard, Pearl and Park.

"Godless Girl" New York Premiere in November

"The Godless Girl" may not get its New York premiere until November or later, as the dialogue and synchronization will not be completed until the end of October.

Fox has the Gaiety Theatre until January 1st and is opening with "The Air Circus" for at least a month's run on Saturday, having been notified that "Godless Girl" would not be ready for its scheduled opening on September 7th.

JACK WARNER BRINGING "SINGING FOOL" PRINT

J. L. Warner, production head of Warner Bros., is due to arrive in New York the first week in September. He will bring with him the completed print of Al Jolson's latest Vitaphone special, "The Singing Fool", which is scheduled to have its premiere during September at the Winter Garden.

Mr. Warner will remain in the East until after the engagement of this production on Broadway is launched.

LOEW-FOX CIRCUITS BOOK WARNER HITS

Herbert Kaufman, Warner Bros. Branch Manager in New York, signed contracts this week for the use of the Warner 1928-29 product by the Loew and Fox circuits.

This important booking provides for the exhibition of Warner roadshows and the special Winners in the Loew and Fox houses throughout New York, Brooklyn and Greater New York.

Moore Not in

"Heart to Heart"

"Heart to Heart" which has been booked into the Paramount Theatre for the week beginning September 8th, is not a Colleen Moore as erroneously reported yesterday, but features Mary Astor and Lloyd Hughes in the cast.

SMITH HOLDING CHI. REGIONAL MEETING

E. J. Smith, General Sales Manager, Tiffany-Stahl Productions, left Tuesday last to preside at a Divisional Meeting held at the Chicago Exchange yesterday and today.

In attendance are Sam Galanty of the Indianapolis Exchange, Roy Dickson of St. Louis, G. I. Bradford of Kansas City, Harry Lefholtz of Omaha, L. J. Miller of Minneapolis and Jack O'Toole of Milwaukee.

William Fox Buying 100 Theatres in Greater N. Y.

(Continued from page 1)

William Fox and the Fox Theatres Corporation at present stand head and shoulders over any other theatre organization and the addition of these Greater New York houses will make this organization stronger than even Fox himself ever dreamed of twelve months ago.

It has been known that the Radio Corporation of America has been dickering with this group offering financial aid in return for these theatres installing RCA equipment. This deal seemed set and ready for closing but the sudden switch to Fox has left all other bidders holding the bag.

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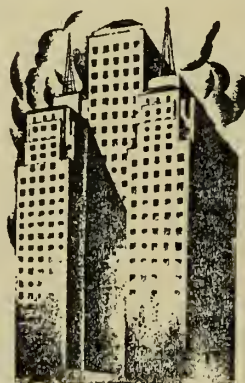
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THE PARK CENTRAL

FIFTY-FIFTH STREET AT 7th AVENUE
NEW YORK CITY

Roxy Invited to**Aid Art Theatre**

S. L. (Roxy) Rothafel has been invited to put the last beam in position in the Film Guild Cinema, on West Eighth Street, the steel structure of which will be completed Thursday, August 30th. When finished, this will be the first cinema specially built and dedicated to the film art movement.

Mrs. Chaplin Dies

HOLLYWOOD—Charlie Chaplin's mother, Mrs. Hannah Chaplin, 61, died in Glendale, Cal., on Tuesday. The comedian was at his mother's bedside when she passed away.

Rivoli House Organ

E. Kelly, H. Hodgins, F. Z. Moynahan, A. E. Kaye and W. J. Jerome are credited with having gotten out the first number of the Rivoli Spotlight, house-organ for the New York Publix house.

The book is entirely in mimeograph, bound with a red cover and is almost entirely devoted to sound films.

Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

FOR SALE

THEATRE EQUIPMENT BARGAINS—Booths, \$67.00; Silver Screen Paint, \$2.75 quart; Generator, \$45.00; Mercury Arc, \$95.00; Movie Camera, \$75.00; New Emerson Motors, fits Power's friction drive, \$20.00; Large Magazines, \$5.00; Spot Light, Mazda or carbon, \$25.00. Send for bargain list. Box 67, Exhibitors DAILY REVIEW.

APPROXIMATELY 270 7-PLY NEW veneer chairs. Also generator, frames and used projecting machines. Bargains. Box 534, Exhibitors DAILY REVIEW.

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WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW



TRAVELERS select the Great Northern for its wonderful location in Chicago's "loop". They return because the large comfortable rooms, homelike environment, attentive service, excellent food and moderate charges make it an ideal hotel.

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Walter Craighead, Manager
DEARBORN STREET FROM JACKSON
TO QUINCY
New Garage One-Half Block

**CHICAGO THEATRES
IN UNION SQUABBLE**

CHICAGO—No settlement of the differences between theatre owners and musicians' unions in this city has yet been made. The Exhibitors' Association headed by Jack Miller is opposing the stand of the unions who are demanding the employment of a stated number of musicians in all theatres.

It is Miller's argument that movie houses in Chicago are facing bankruptcy and that no new contract for 1929 would be signed with the musicians because of their demands.

"The union demands that where we install movietones and vitaphones we shall, in addition, hire six musicians. Heretofore the demand was for four musicians. It costs \$700 per theatre per week to install the wired movies and the musicians cost \$600. 43 houses in Chicago are already bankrupt and it looks like there will be more if the union should get its demands," states Miller.

DuPont Buy in P-F-L**Sends Stock Higher**

(Continued from page 1)
of the stock to 150.

There has been no previous connection between the two companies and no Du Pont representative has been on the board. Their activities to date have been concerned with ownership of a majority of the stock of the Du Pont-Pathe Film Mfg. Company which manufactures raw stock. The Du Pont Company has all the preferred stock and 51% of the voting common stock of the Du Pont-Pathe company.

Enough stock has been acquired in P-F-L to considerably make the Du Pont's a factor in the company, and this has been made available by the 3 for 1 split recently voted by the directors.

Dispatches from Wilmington, without quoting any names, yesterday afternoon denied knowledge of any such purchasing into Paramount.

M. P. Club's Formal**Opening Sept. 12**

(Continued from page 1)
out by the House Committee and will be announced September 4th, when an official inspection of the Club will be made by the Board.

At the last meeting of the Board of Directors, too, the House Committee, after a thorough investigation of the Club rules governing conduct and play in every other important New York club, made its report. After long discussion, a satisfactory set of by-laws was agreed upon and will be printed and sent to every one of the 235 members of the Club within the next few days.

New Leatrice Joy**Release for Sept. 9**

"Man-Made Women," a society comedy starring Leatrice Joy, is the Pathe feature release for September 9th.

H. B. Warner, John Boles and Seena Owen head the supporting cast which includes Jeanette Loff, Jay Eaton and Sidney Bracy. Ralph Block supervised the adaptation of Ernest Pascal's story and Paul Stein directed.

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Over Eight Hundred neighborhood houses in cities

Over Six Hundred exchange managers

and salesmen

Over Four Hundred players, directors and

production executives

Over Five Hundred New York hand distribution

EVERYBODY OF IMPORTANCE IN THIS INDUSTRY

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THE DAILY REVIEW

and our circulation is growing in leaps and bounds

REINHARDT ARRIVING NOV. 1 FOR GISH FILM "COHENS AND KELLYS" LEAVES FOR COAST

Von Hofmannstahl Noted
Librettist Writing
U. A. Script

By JOE BLAIR
Hollywood Correspondent

SALZBURG—Max Reinhardt, Europe's foremost stage director and Hugo von Hofmannsthal, librettist of "Der Rosenkavalier", who are now at work on an original scenario for the Lillian Gish production for United Artists, will leave for United States and Hollywood the last week in October.

Morris Gest, who brought Schenck and Reinhardt together will go to Hollywood to assist on the film. Reinhardt will personally supervise his first picture which will also be Lillian Gish's first United Artists picture.

Sound effects and music will be employed by Reinhardt in the film which is as yet untitled.

"On Trial" Starts

Actual filming of the Warner Bros. vitaphone special began yesterday in their Hollywood studios. Archie Mayo is directing a cast consisting of Pauline Frederick, Bert Lytell, Lois Wilson, Holmes Herbert, Jason Robards, Richard Tucker, Edmund Breese and Franklin Pangborn. It will be an all-talkie.

Starring Crawford

Joan Crawford will be starred by M-G-M after the forthcoming production of "Adrienne Lecouvreur". In this production she will have the title role with Nils Asther playing opposite and Fred Niblo directing.

Casting "Nize Baby"

Harold Waldridge is the first player to be signed for the cast of the Milt Gross M-G-M picture "Nize Baby". He will have the character of "Looy Dot Dope".

Jolson Writing Next

Al Jolson has always had a strong desire to do a picture with a theme in line with his famous "Mammy" song, but having had several stories submitted to him, found them all wanting. He has decided to write it himself. It will be used as his next for Warner's.

Wolheim Signed by

Paramount Studio

Louis Wolheim, whose work as Scarsi in the Caddo Paramount film version of "The Racket" added considerably to his already enviable reputation, is to make a picture for Paramount under the direction of Lewis Milestone, it was announced today at the Paramount studios.

Brennon Due Soon

LOS ANGELES—Herbert Brennon is reported on his way to New York with several cans of his production "The Rescue" featuring Colman and Lily Damita, which he will cut in the East.

STUDIO GOSSIP

George B. Seitz wanted a big crowd for a circus sequence in the picture "Hey Rube" he is doing for FBO, so they had open house on the lot Sunday and invited the whole of Hollywood to attend the Al W. Copeland circus. Needless to say he got more than he wanted.

Edward Sedgwick has been signed to do the next Buster Keaton at M-G-M. Eddie did Busters last one "The Cameraman".

Lenore Coffee has been signed on a long term contract by M-G-M. Her first assignment will be the scenario of the Norma Shearer picture "The Last of Mrs. Chaney".

What's going to happen to Barney Glazer out at First National. Barney was supposed to have been Joseph P. Kennedy's representative at the studio.

Bess Meredyth, the writer, has been signed by M-G-M for a long term.

Bobbie Clark and Paul McCullough have arrived in Hollywood to Movietone for Fox.

In production at the Pathe Studios are "Ned McCobb's Daughter" with Irene Rich featured, and "The Spierler" with Jacqueline Logan and Alan Hale.

In preparation are "The Shady Lady" in which Phyllis Haver will be starred, and "Noisy Neighbors" which will feature Eddie Quillan and the famous Quillan family.

Editing are "Sal of Singapore," with Phyllis Haver starred and Alan Hale featured; "Marked Money" with Junior Coghlan, and "Show Folks" with Eddie Quillan and Lina Basquette.

Chic Sales will have Ben Stoloff as his director when he starts his next Fox talkie. It will be known as "Marching On".

Since the popularity of the song "Ramona", Edwin Carewe has decided on more musical exploitations and has delegated Lewis and Young to write the lyrics and Harry Akst the music for a waltz song to be known as "Revenge".

John Howard Lawson, author of "Processional," "Loud Speaker" and other expressionist plays, has been placed under contract by Metro-Goldwyn-Mayer. Lawson will join that company's scenario department at its West Coast studio.

"A Man's Man" went into production yesterday at the Metro-Goldwyn-Mayer studio, with James Cruze and William Haines, the combination which just completed "Excess Baggage," in the roles of director and star. Josephine Dunn, ex-New York show girl who played the feminine lead in "Excess Baggage", was given the chief feminine part in the new

film as a reward for her earlier work. Others in "A Man's Man," which is an adaptation of Patrick Kearney's play of the same name, include Mae Busch, Bert Roach, Sam Hardy and Arthur Hoyt.

Julian Johnson, who titled "The Patriot" for Paramount has the titling assignment for "Interference." "Moran of the Marines," the Richard Dix-Ruth Elder picture just completed, will be titled by George Marian, Jr.

Sam DeGrasse has been cast in the role of the district attorney in the Paul Fejos Conrad Veidt-Mary Philbin picture, "Erik the Great," now being made at Universal City. Anders Randolph plays the judge, George Irving the defense attorney, and Charles Clary the assistant district attorney.

Universal last week purchased "When the Devil Was Sick" by E. J. Rath, author of the play, "The Nervous Wreck", adapted by Owen Davis.

Two of Universal's sound pictures were finished at Universal City last week. They are "The Shake Down" with James Murray and Barbara Kent, directed by William Wyler, and "It Can Be Done", a Glenn Tryon starring vehicle directed by Fred Newmeyer.

Curtis Benton has completed a continuity for "The Minstrel Man", a talking-singing-dancing picture for which minstrels are being summoned to Universal City from all corners of the United States.

Hoffman's "Stool Pigeon"

Renaud Hoffman independent producer, is to make a picture, written and directed by himself to be called "The Stool Pigeon". Olive Borden, Charles Delaney, Lucy Beaumont, Louis Natheaux and Ernie Adams are in the cast. It will be a Columbia picture.

Hunt Signs with P-F-L

J. Roy Hunt, veteran Paramount cameraman, has been added to the company's contract list. Other cameramen who hold Paramount contracts are Victor Milner, Arthur Gilks and Henry Gerrard.

Schildkraut with Fox

Rudolph Schildkraut has been engaged to enact a leading role in "Street Fair". William K. Howard, who is to direct, has had "Papa" Schildkraut with him on several pictures. Janet Gaynor will be starred.

Beery Flying

Wallace Beery is flying his own plane. And that's not a press yarn. Beery piloted his big ship to Jackson Hole, Wyo., recently for a few days fishing.

Craft Completes Eastern
Sequences and Will
Shoot Interiors

William J. Craft, Universal director, and his company, which has been in the East for several weeks taking scenes for "The Cohens and Kellys in Atlantic City", returned to Universal City, California, this week to complete the picture. Interiors and talking sequences will be made on the coast.

The company, a full production unit, spent ten days at Atlantic City. The cast was headed by George Sidney, and included Vera Gordon, Kate Price, Mack Swain, Cornelius Keefe, Nora Lane, Tom Kennedy and others. Jack Foley was Craft's assistant, Norman Deming the business manager and Al Jones, cameraman.

Beery with Paramount

Noah Beery, expert in villainy, has been signed with Paramount to play the slave-dealer role in A. E. W. Mason's "Four Feathers", soon to enter production under the direction of Marian Cooper and Ernest Schoedsack.

The addition of Beery brings the list of principals assigned to "Four Feathers" up to three. Richard Arlen will have the male lead, Fay Wray will be his leading woman.

Hubbard at M-G-M

Lucien Hubbard will direct "The Mysterious Island," on which production will start at the Metro-Goldwyn-Mayer studio within the next ten days. Under-water scenes for this picture, which is an adaptation of Jules Verne's imaginative story, have already been made off the Bahama Islands by a special camera expedition. The cast assembled for the film includes James Murray, Jacqueline Gadsdon, Lionel Barrymore, Snitz Edwards and Montague Love.

Santell-Banky

Alfred Santell will direct Vilma Banky in an original story for Samuel Goldwyn-United Artists. James Gleason is the author of Banky's second starring role, following completion of her first, "The Awakening."

Nagel with Fox

Conrad Nagel who has been loaned to Fox by Warner Brothers for the production "Husbands Are Liars" is reported to be getting \$30,000 for six weeks' work.

Berlin Int. Congress

Regrets U. S. Absence

(Continued from page 1)
exhibitors of the whole world are fighting for.

"The presence of American representatives at this international conference would have fully brought into appearance the real meaning of this international gathering to show a united front of the exhibitors in all countries."

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 52

New York, Friday, August 31, 1928

FIVE CENTS

OBSERVATIONS

"Submarine"

Surprises recently have been coming thick and fast. Things have become realizations that were hardly thought of before. This is a fast moving industry. Its moving by some, leaving them standing flatfooted. But not Harry Cohn and Columbia Pictures. Harry as a producer is running neck and neck with the leaders and after releasing "Submarine" Columbia will better its position in the distribution field.

The Best

This production is one of the best we have ever witnessed. It has everything a good picture should have and a bit more. And don't forget it is from a studio known as an independent, and as such, is relegated by some to the ordinary things of pictures. "Blood Ship" caused most of us to sit up and take notice, and to some skeptic's a suggestion that it was an accident. However, that accident made Columbia a lot of money and put them on the map, so to speak. "Submarine" will make them a lot more money and exhibitors will soon be shaping a new map for Harry Cohn and his distributing organization.

Excellent

For some reason or other we have never taken a great fancy to anyone in this cast. Probably they have never been in anything we have liked. But in "Submarine" Jack Holt, Ralph Graves and Dorothy Revier gave performances that measured up to the best we have ever seen. The answer no doubt can be found in the excellent handling of these players and the rest of the cast by that young director Frank Capra, who has received some recognition for his previous work as a comedy director. His work in this production leaves no doubt about his ultimate future.

Everything

Everything in the picture was good. We can't make any criticism. And can hardly use sufficient praise. You will like it and thank goodness there was no synchronization tacked on the picture to weigh it down.

WILKERSON

GENERAL ELECTRIC AND P-F-L BIDDING FOR STANLEY CHAIN



WILLIAM FOX

Once more to the fore as the industry's future theatre colossus. Has option for 100 more theatres

"STREET ANGEL" OPENS FOX-BROOKLYN DEBUT

William Fox, Jack G. Leo, Saul E. Rogers, John Zanft and Jack W. Loeb will be present tonight at the opening of the newest picture palace in the Fox Theatre chain, the 5,000-seat Fox-Brooklyn, in the borough across the river.

(Continued on page 4)

Fitzpatrick Moves

Fitzpatrick and McElroy, Chicago exhibitors, have moved their headquarters to the Butler Building, 162 North State Street, Chicago, from 202 South State Street.

VOGEL SAILS FOR KENNEDY CONFERENCE

William M. Vogel, Vice-President and General Manager of Producers International Corporation, soon to be merged with the Pathe Export Department, into the Pathe International Corporation, sailed for Paris on the Berengaria this week on a long trip throughout Europe.

In Paris, Vogel will meet Joseph P. Kennedy, business advisor of Pathe, and J. J. Murdock, president of the company.

RCA Seeking Outlet for Photophone

PARAMOUNT OFFER

Slowly the mists surrounding the rumors flying thick and thin about the Stanley Circuit, are being dissipated, and out of the welter of conflicting stories emerges two national organizations as contestants for the control of some 300 Stanley houses.

General Electric, RCA Photophone was yesterday mentioned by persons close to Stanley financing, as the purchasers of the chain, in order to secure outlets for the installation of Photophone. The purchase is necessitated by Vitaphone-Movietone competition, 50 houses in the Stanley chain having already installed the latter apparatus.

Photophone officials were angling for control of the 200 independent houses in New York but were out- (Continued on page 2)

Arliss for Vitaphone

George Arliss, famous stage star, was signed by Warner Brothers in London yesterday to appear in a Vitaphone Special production.

Quigley to Issue

Vitaphone Report

George E. Quigley, Vice-President of Vitaphone, Inc., returned from California yesterday after making a survey of Vitaphone Production and will issue a statement shortly with reference to the opening of the Brooklyn Vitaphone Plant and what effect it will have on the Western plant.

ROSSHEIM OUTLINES F. N. ROSY STATUS

Commends Spirit of Loyalty Found in Co.

"First National is all set for what I believe will be the greatest season in the history of this company," said Irving D. Rossheim, president, yesterday.

"First National is equipping the Burbank plant with the most approved devices for the making of sound pictures. As I recently announced, some thirty or more of the current season's pictures will have sound synchronization.

"We expect great things of 'The Divine Lady', 'The Barker' and (Continued on page 4)

Nagel Declines

to Greet Guinan

Conrad Nagel has asked the committee appointed by Warner Brothers to arrange a greeting for the arrival of Texas Guinan, to take his name off the list adding that "My name has been used without my consent, I want it withdrawn as I have no intention of greeting Miss Guinan nor will I attend the function arranged in her honor.

5 Barrymores

Warner Brothers have signed John Barrymore to make a series of five Vitaphone productions, instead of one, as heretofore planned, according to Herman Starr, now in London.

Fox to Take up Options for 100 N. Y. Theatres in Two Weeks

The Fox Theatre Corporation deal for 100 New York independent theatres is being whipped into shape with Fox already having secured written options on all of the houses.

Individual theatre owners are now preparing to submit statements regarding their houses, listing property and assessment values; equipment; rentals for the past six months; pictures already booked and to be played.

It will take approximately two (Continued on page 4)

No "Review" Tomorrow or Monday

In view of the general Labor Day holiday celebration throughout the country, there will be no editions of Exhibitors Daily Review published tomorrow (Saturday) or (Monday) Labor Day.

Anyhow, the 'gang' wants its three-day vacation!

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

W. R. WILKERSON, Publisher and Editor

Abraham Bernstein, Managing Editor; Herman J. Schier, Business Manager; B. F. Livingston, Circulation Manager.

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemet 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York—Hy Daab had the pleasure of watching an enthusiastic audience give his play "Ringside" a big hand and then set himself to receive the royalty check . . . Bill Yearsley says if anyone wants to find him after the first of the month, they can do so on the eighth floor of the Leavitt Building where Bill has taken offices for Jay Dee Williams' World Wide Films . . . Henry Ginsberg, learning of the Motion Picture Club and being a natural born joiner, he joined . . . Ben Amsterdam and Julian Brylawski lunched together yesterday at the Astor and then there the film destinies of Philadelphia and Washington were settled . . . Al Altman is practicing up for the golf tournament and denies that he has his game pointed towards winning the booby prize . . . Abe Meyer, who handles all of Dr. Hugo Reisenfeld's business affairs, is also freelancing on the synchronization of pictures, and they're all getting into the sound game . . . Al Feinman is now looking about for another Texas Guinan, having gotten the original one signed up for three pictures which will take a year to make . . . J. Medan, film magnate from far off India, is in New York for the purpose of buying a lot of pictures for his territory . . . William Fox is now buying 100 or more theatres in greater New York and if that man keeps on he will have a fair sized string of houses to play his and other pictures . . . Luddy Lawrence sails next week for Central Europe to take up the job formerly held by Al Aronson, who has joined up with J. D. Williams . . . Bruce Gallup, after giving the matter a lot of thought says he has reached the conclusion that a golf ball doesn't give a damn whether Vic Shapiro hits it or misses it . . . Wynn Jones celebrated his birthday, Wednesday.

M.P.T.O.A. Has Reduced Rate Convention Offer

Those attending the Toronto Convention of the Motion Picture Theatre Owners of America on October 16th, 17th and 18th will be saved twenty-five percent on railroad fare. Arrangements have been made with all of the trunk line associations for fare and one half fare to and from Toronto. This includes all parts of the United States and Canada and is a special concession on the part of the railroads.

General Electric and P-F-L Bidding for Stanley Chain

(Continued from page 1)
maneuvered, it seems by the Fox Theatres, which now has written options for the choice houses in New York with outright purchase being the object.

This left the Stanley Theatres as the only large circuit in the East still available for the kind of mass installation deal RCA has finally determined to get, now that Photophone production has been arranged for.

Paramount vs. Fox

The other organization mentioned as possible purchaser of the Stanley chain is the Paramount Famous-Lasky Corporation, which has been holding meetings with Stanley officials this week and has indicated its intention to take over these houses as outlet for Paramount product, in order to gird its loins and strengthen its position for a coming fight for supremacy with Fox Theatres.

The Paramount company has been in a precarious position in the past few years as far as theatre purchasing goes, faced as they were with the threat of Federal investigations on monopolies in the industry, and it has been freely admitted by those close to both organizations that Paramount could have taken control of Stanley theatres any time they wanted to, if it were not for fear of exciting governmental inquiry.

First National Control

Should they now take control, it is likely that control of First National Pictures will come to them, even though they do not desire it and really desire good healthy competition in the production of pictures.

This next week should see the situation cleared up considerably. Perhaps Mr. Rossheim and his associates may carry out their determination to sell out control to no one organization, but those who control the financing future of the company may have something to say about it.

Loew to Re-open

116th Street Theatre

Loew's 116th Street Theatre, city, which has been closed approximately 18 months, over some property dispute, will be re-opened on Labor Day, the entire house having been renovated and a new marquis constructed.

The house has always been a money maker for Loew and is a crowded neighborhood with minor opposition, aside from the B. S. Moss Regent Theatre.

New Stanley Reel

Stanley Educational is making a 1-reel production this week at the Manhattan Studios for the Welfare Community Fund of the State of Connecticut.

NEW AKELEY CAMERA GYRO TRIPOD HERE

The Akeley Camera Co. announces the completion and production of the new Akeley Universal Gyro Tripod.

The new tripod comes at an opportune time to fill the new needs created by the development of the talking moving pictures. The extreme weight of the new "talkie" equipment overtaxes the sturdiness of even the best of the previous design of tripod. The new tripod's design enables it to carry the additional burden.

Labor Group Meets

ROCHESTER—The New York State Association of Projectionists' delegates met at the Powers Hotel, simultaneously with the commencement of the N. Y. State Federation of Labor Convention, this week.

The Projectionists' Association was established to supplement the activities of individual Locals within the state.

Officers of the Association are: President, Paul Graf, Buffalo; Vice-president, George H. Robinson, Niagara Falls; Secretary-Treasurer, Gleen Humphrey, Utica. Executive Board members are the officers and G. Edward Costello, Schenectady, and Hubert Hecox, Ilion. Members of the Legislative Committee are E. T. Stewart, New York City; Albert Ryde, Buffalo, and Secretary Humphrey.

Bela Sekeley Dead

HOLLYWOOD—Dr. Bela Sekeley, editorial supervisor of First National Pictures for some years, died here on Tuesday.

Manne with Fox

Max Manne, formerly Roxy's production manager, who resigned several weeks ago has been chosen head of all Fox Theatre productions.

Receiver Appointed

LONDON—The British Amalgamated Co., with which Edward Godal was associated, has announced that the company cannot by reason of its liabilities continue its trading and it is desirable to wind up the business. C. Albert Rodermacher was appointed receiver.

I.M.P.E.A. BUYS FILM FROM 4 COMPANIES

It is understood that the Independent Motion Picture Exhibitor Association of New York has made deals for product with Pathe and FBO, for its members, and would close further deals for First National and FBO pictures today.

In addition to this group buying, it is also understood that there is a clause in the contracts the member circuits hold which permits them to book films individually, without the organization, in whatever territories are not faced with cut-throat competition, and that this buying is being indulged into considerable extent.

Shrader Buys Gotham

R. S. Shrader, who for many years has been Mid-West Division Manager for Pathe, has opened the Gotham Pictures Exchange in Indianapolis.

Hutchinson Sails

Charles Hurricane Hutchinson sailed for England this week, to negotiate the start of a series of productions to be made both in England and America.

His wife, Edith Thornton left New York for the coast last night.

FOR SALE

In a city diversified industries a theatre circuit consisting of three theatres, one centrally. Box 50, Exhibitors DAILY REVIEW

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Come to the Park Central, New York's newest and finest hotel, where you will find advantages heretofore unknown to American hoteliers—Radio outlets . . . Electric Refrigeration . . . Five Period Salons and Roof Patios for private social functions . . . Swimming Pool, "Roof Garden" featuring The Park Central orchestra . . . other features equally unusual and desirable. Single rooms five dollars per day and up. Double rooms eight dollars per day and up.

THE PARK CENTRAL

FIFTY-FIFTH STREET AT 7th AVENUE
NEW YORK CITY

'Dippy Dogs'-'Wizzle-Foofs' and 'Crazy-Pups' Call Joe Weil 'Father'

Joe Weil, Universal exploitation expert has evolved a novelty for children and grown-ups called "Dippy Dogs", which has been copyrighted and is being distributed by the Jacobson-Hodgkinson Corporation.

The stunt is a "natural" for thousands of neighborhood houses who will want something to attract the kiddies. It is inexpensive amusing and new.

Weil may soon solve the problem of how to collect that first million, if this invention goes over.

Extra Holiday Shows for "Lilac Time"

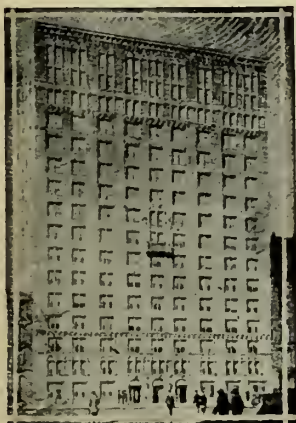
Ned Depinet, general sales manager, announces that there will be three performances on Saturday, Sunday and Monday, September 1, 2 and 3 every day on "Lilac Time" at the Central Theatre. The showings on these three days will be at 2:30, 5:45 and 8:30 o'clock.

"Fools of Passion"

The Aaron Motion Pictures, Inc., headed by Dick Curran, has purchased rights for the State of Maine, to the production "Fools of Passion" or "What Price Ignorance" from the Balin Motion Pictures, Inc., a Boston company.

The film is shown to adult audiences segregated at different times, and deals with sex problems.

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TALKIE POLICY CAUSES EXHIBITOR HEADACHES

High Admissions at Grauman's Swings Trade to Warners

HOLLYWOOD—Exhibitors will be carefully watching box-office reaction to talking pictures these days, in an effort to properly gauge the worth of the new attraction in dollars and cents to the public.

Of late, two divergent cases have occurred to illustrate the uncertainty of how much or how little to charge for talkie programs. The first inclination of the part of most theatre owners, is to get back some of the increased outlay for equipment, in higher admissions. And yet this policy is fraught with danger, if opposition sound programs in the same towns take to price-slashing.

Grauman an Example

A notable example is Grauman's Chinese Theatre in Hollywood. With the opening of the new Warner Theatre on Hollywood Boulevard, not far from the Chinese theatre, business at Graumans took an awful slump and the excellence of the Vitaphone attractions at the Warner Theatre coupled with low admissions of 35 and 50 cents, matinees and 50, 60 and \$1.00 top, evenings, has practically sewed up all the Hollywood business.

Grauman opened a short while ago with "White Shadows of the South Seas," an M-G-M attraction with sound effects to prices of 50c, 75c and \$1.00, Matinees, and 75c, \$1.00 and \$1.50 evenings. While Grauman is in a class by himself as a showman and what he does is done well, he cannot compete with the Warner Theatre in this case, as the box-office results prove. It is not enough for exhibitors today to hang out their new banners announcing Vitaphone or Movietone,—the admission price will have to receive careful consideration and the lower it is the bigger will be his business.

"Four Sons" Another

"Four Sons" a Fox production which played at the Gaiety in N. Y. for a long-run at a \$2.00 top, played to only fair business but as soon as it ran at popular prices at the Roxy, it created a new box-office record for that theatre.

In Baltimore, the Valencia Theatre, opening with its new Movietone policy, reduced its admissions from 60c to 35c, an unusual departure, to be sure.

Which is the happy medium between high and low admissions will be determined by the public.

Religious Films

The Acoustics Products Company, on behalf of the Sonora-Phonograph Company, has signed contracts with the Religious Film Trust, to film a series of biblical stories with sound accompaniment, in the Holy Land.

The amount of money to be spent by the various religious sects behind the deal may eventually run into \$200,000,000 according to the Acoustics company.

A film expedition will sail for the Holy Land in about six weeks.

5-a-Day at Paramount

The Paramount Theatre will give five de luxe performances next Monday to celebrate Labor Day and the Jackie Coogan act. This policy will only prevail for the one day, according to Publix.

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BURBANK STUDIOS PREPARE FALL LINE-UP

Five First National Star Films Start Immediate Production

By JOE BLAIR
Hollywood Correspondent

With the last of the summer group of productions nearing completion, officials at First National's Burbank Studios are preparing to begin the fall cycle and continued activity is on the schedule for the coming months there.

The first of the fall productions, about to start are Colleen Moore in "Synthetic Sin," her next comedy to be directed by William Seiter. Richard Barthelmess in "Scarlet Seas," a story of adventure on the high seas, to be directed by John Frances Dillon. Dorothy Mackaill in "Changeling," a George Fitzmaurice production and the first dialogue picture from First National. Billie Dove in "The Thirtieth Day of October," a story of the Russian revolution to be directed by Frank Lloyd. Jack Mulhall and Alice White in "Ritzie Rosie," a story of modern youth, directed by Mervyn LeRoy.

Now Under Way

Corinne Griffith in "Outcast," a dramatic story of San Francisco, directed by William A. Seiter. "The Haunted House," a mystery story directed by Benjamin Christensen, with Chester Conklin, Thelma Todd, Flora Finch, Larry Kent and an all-featured cast. Charlie Murray in "Do Your Duty," a comedy of a policeman's life, directed by William Beaudine. "Cheyenne," a rousing western starring Ken Maynard and directed by Al Rogell.

Edited and Titled

Corinne Griffith's "The Divine Lady"; Milton Sills in "The Crash"; Jack Mulhall and Dorothy Mackaill in "Waterfront"; Alice White in "Show Girl"; and Ken Maynard in "The Glorious Trail."

Most of the new pictures are to have sound effects.

With this line-up ready to start and others to follow, there will be no cessation of activity at the Burbank Studios for the remainder of the year.

"Street Angel" Features

Fox-Brooklyn Opening

(Continued from page 1)

James Byrne, president of the borough of Brooklyn will welcome the new theatre on the Movietone and George Bernard Shaw will be seen and heard, as well as "Street Angel," the Movietone Feature and other Movietone subjects and Newsreel.

The presentation part of the program will feature an operatic spectacle, "Carnival de Naples". In this will appear John Griffin, tenor, Morgan and LaRue, sixteen Fox Tillerettes under the direction of Mary Read, and the Fox theatre choral ensemble. The grand orchestra will be under the direction of Charles Previn.

House attaches for the theatre include Charles Previn, director of music, Max H. Manne, production manager, Frederic Fradkin, associate director of music, Frank H. Richardson, chief organist, Clark Robinson, art director, and Archie Levy, treasurer.

Raoul Walsh to Act for Fox Movietone

Raoul Walsh, who already has demonstrated his ability as an actor as well as a director, will again double in the two roles in "The Caballero's Way", an O'Henry story which Fox Films will produce as an all-dialogue Movietone feature.

It will be Walsh's first effort in a talking role on the screen and comes as a result of the excellent recording quality of his voice, recently demonstrated when he made a Movietone talk for the salesmen of the Fox company.

Walsh will play the role of the "Cisco Kid" in the picture and will direct Maria Alba and George O'Brien in the two other principal roles.

Fox to Take up Options for 100 N. Y. Theatres

(Continued from page 1)

weeks for Fox to verify all statements, at which time he will purchase outright.

The reason why the final closing hasn't taken place up to the present time, was that although Fox was familiar with the locations of the houses, etc., he has only the exhibitors' verbal estimates regarding the properties involved and their assessed and real valuations. Consequently mortgages and titles must be searched and preparations made similar to those that came before the Poli Circuit purchase.

The conditions for the purchase are not quite the same as existed in the West Coast group of houses. At the time Fox purchased this chain outright, he had already had a 40% interest in the circuit and was familiar with what each house was worth and capable of doing.

Fox and Loew

The New York situation is a very advantageous one for Fox in that they will for the first time in the New York territory be in a position to offer serious competition to Loew, who has been able heretofore to outbid independent houses and circuits for the cream of the market, because of the number of playdates he could offer.

With little or no product booked by the New York independent theatre owners for next year, the decks are clear for Fox to begin booking his program throughout New York in a big way, within the next three weeks.

May Eliminate

As there exists a good deal of over-seating in the Metropolitan territory, it is possible that in each of the chains purchased there may two or three or more houses of the 600-seat calibre eliminated and closed up by Fox, in order to concentrate his business in the best spots and in the largest houses capable of the biggest grosses.

Colin Campbell Dead

Hollywood is mourning the death of Colin Campbell one of the pioneer motion picture directors. He died following a stroke of paralysis.

Campbell directed "The Spoilers" and "The Ne'er Do Well" for Selig. For the past few years he has been writing.

STUDIO GOSSIP

Edward Kline is to direct a picture for First National. The present title is "Applesauce".

Leo McCarey, who has been supervising the Stan Laurel-Oliver Hardy comedies for Hal Roach, is to direct the next one. This is the first time, in quite a while that Leo has directed.

It looks like a sure thing that Cecil B. DeMille will make, as his next picture, a crook story. M-G-M will distribute.

Andre Cheron has been added to the cast of the next Adolphe Menjou picture for Paramount.

Ken Maynard will use as his next, an original story to be titled "The Phantom Stage".

Some one asked James Cruze how long he was going to be on "A Man's Man" his present picture for M-G-M. Jimmie replied "about twenty-two days". That is great if it's a good picture. The last one he did for M-G-M "Excess Baggage" is exceptionally good and he shot it in less than three weeks.

Paramount have completed their list of "suspects" for "The Canary Murder Case". They are, Louis John Bartels, Ned Sparks, Gustave von Seyffertitz and William Powell.

Paramount has begun the casting of "Shop Worn Angel" in which Gary Cooper and Nancy Carroll will appear. Paul Lukas has been signed and Richard Wallace will direct.

George Davis is back at the Educational's studio's after a few days in the hospital following the removal of his tonsils.

Rossheim Outlines

F. N. Rosy Status

(Continued from page 1)

"Lilac Time" to mention only three of the impressive list of pictures already completed.

"As an exhibitor, I know that there is no substitute for good pictures. First National has them. Also it has the stars, directors and story material that assure more outstanding product. Production is progressing smoothly under the guidance of Mr. Rockett, and it is my belief that no company in the business has a finer sales organization than that now functioning under General Sales Manager Ned E. Depinet.

"At the Coast studios, in the home office and in the field, First National is strong in man power. Everywhere I go I find a wonderful spirit of loyalty to the interests of the company."

"Noah's Ark" Run

"Noah's Ark" Warner Brothers greatest picture with Vitaphone sequences, may open a London run at the Piccadilly around the early part of September. A print is now in the British capitol and Herman Starr is arranging for the opening presentation.

DEMILLE DISCUSSES "RADIO MOVIES"

Cecil B. DeMille does not seem to think that "Radio movies" or Television will greatly effect motion pictures.

C. B. says, "not merely the size and methods of presenting movies by radio in the home will prevent them from being a serious competitor of the great palaces of amusement found in every city today but the psychology of the theatre as against that of the home will continue to keep patrons flocking to the former."

"You will notice, for example, that the radio has not cut down the patronage of the Hollywood Bowl or the Metropolitan Opera House. On the same principle, first class screen entertainment at the theatre will far excel that which can be presented in the home."

Psychology a Factor

"The psychology of seeing a work of entertainment in company with a large number of people heightening the emotional relations, and the undoubted superiority of professional presentation in the theatre with all the concomitants of beauty and art, are two factors that will keep the theatres in successful operation."

"The difference between seeing movies via radio in the home and in the theatre may be compared to the difference between seeing a woman in sackcloth and ashes and seeing the same woman in the beauty of evening attire with all the feminine allure of which the modern woman is capable of surrounding herself."

"Radio movies will undoubtedly have great home uses but in the nature of things they cannot replace the attraction of mass entertainment under professional management."

Wolheim Cast

Louis Wolheim has been engaged by Pathe for an important role in the next Phyllis Haver picture "The Shady Lady".

Goldwyn Co. to France

Samuel Goldwyn will send a company of players headed by Ronald Coleman to film scenes on the exact French locations for his production "Condemned to Devil's Island" the Blair Niles' story of the French penal colony.

U. A. Co. in Canada

A company headed by John Barrymore have left Hollywood for the Canadian location for the picture "King of the Mountains". It is being directed by Ernst Lubitsch. Camilla Horn, Victor Varconi and Mona Rico are in the cast.

Another "U" Synchronized

Synchronization of a third Universal picture has been completed. Universal officials and executives yesterday heard the synchronized version of "Man Woman and Wife," the Eddie Laemmle Jewel with Norman Kerry and Pauline Starke featured. This will follow "Uncle Tom's Cabin" and "The Man Who Laughs" to the synchronized screen within a week or ten days.

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

Vol. 24 No. 53

New York, Tuesday, September 4, 1928

FIVE CENTS

OBSERVATIONS

How About Loew

Loew's Theatre's Inc., have a lot of the wise one's guessing. They are up against it for an answer to the attitude of this organization seemingly standing still while both Fox and Paramount are adding to their theatre chains. It hasn't been so long ago that Loew's was in the news almost daily with the opening of a new theatre or the buying of one already opened. Since Marcus Loew's death nothing, seemingly, has been accomplished.

Fox-Loew

The deal now on between William Fox and the group of independent theatre owners for the sale to the former of the properties of the later means quite a bit to Loew, if the sale goes through and it seems a certainty that it will. Loew now has the upper hand in Greater New York in that they can offer better inducements in booking days for pictures. But if Fox adds a hundred more, or fifty or even twenty-five to his chain, Fox and not Loew will be sitting in the Kings seat. And if you don't think that means something in this territory you have another guess coming.

Paramount

We don't think Paramount-Publix is going to sit back and twitch their thumbs while Mr. Fox is out buying. Of course this organization is pretty well set, at present with their chain, but the big producer of tomorrow must of necessity be the big theatre owner of the same day. We feel that it won't be long before our major companies will own a string from coast to coast and running down from the St. Lawrence to the Gulf. The day is coming, and it is not far, when Mr. Fox, for instance, will have sufficient theatres to play pictures made by Fox Film, showing a big profit both in the theatre and studio. This is the day of chains, big chains? And those of the big one's that want to hold on, better start now and do a little marketing.

WILKERSON

3000 FOX THEATRES BY 1930

GOTHAM-BRISTOLPHONE CORPORATION FORMED

Will Market Interchangeable Disc Recorder

BUILD 2 STAGES

With the actual signing of papers last Friday between Gotham Pictures and Bristolphone, the first official announcement was given out by Budd Rogers, Vice-President of Gotham Productions who announced that the firm has affiliated itself with the Bristol Co., makers of recording instruments. In the establishment of a corporation to be known as GOTHAM-BRISTOLPHONE CORP. to market installations of synchronizing systems.

Bristolphone is a disc device interchangeable in the projection of sound films with all other disc systems, such as Vitaphone, Photophone, etc. The factory, laboratories and sound stages of Gotham- (Continued on page 2)

FOX DOUBLES 1927 EARNINGS 1ST 6 MOS.

Net income of the Fox Film Corp., after all depreciation and taxes was \$1,282,929 in the quarter ended June 30, 1928, an increase of 127 per cent above the net income of \$564,306 reported by the company for the corresponding quarter of 1927.

For the first six months of 1928 the company earned, after depreciation and taxes, \$2,646,490 compared (Continued on page 4)

Will Have String from Coast to Coast

Each State to Have Separate Chain

DeLuxe Houses in Key Cities

The initial theatre operations of William Fox and Fox Theatres are gathering momentum and from sources close to Mr. Fox, the Daily Review understands that he has for his object the acquisition of three thousand theatres throughout the United States between now and January 1st, 1930.

It is the Fox plan to extend its chain from coast to coast and from border to border, with theatre outlets in every State in the union. The object of the plan is to make the Fox product independent of playdates in theatres of other organizations.

Chain in Every State

Every state will have a chain of houses comprising towns of 15,000 and each state will have a central deluxe theatre, running all Fox attractions first in that particular zone. After this initial run, the other Fox houses, in towns of from fifteen thousand and up, will play the attractions. Most of the advertising will (Continued on page 4)

'TOPICS'-'FABLES'-'SPORTLIGHTS'-TALK

Van Buren Enterprises is going into sound now all the way. Yes sir, no half-way measures, since Aesop's Fables in sound made an instant hit.

Picture fans are now going to get "Topics of the Day" in sound, and Grantland Rice's "Sportlights", in addition to the Fables, and exhibitors can begin immediate booking of these subjects through Pathe.

"Topics of the Day" will be presented in a unique manner, with each chapter appearing as a complete sketch, all "gags" in dialogue, and proper types cast for each characterization. These synchronized "Topics" go into production immediately.

Special readers have been put on by "Topics of the Day" to augment (Continued on page 4)

FOREIGN FILMS IN BIG U. S. INVASION

Indications are piling up that the long-threatened invasion of foreign pictures is coming to a head, and American exhibitors will be flooded within the next six months with perhaps 100 features, for playdates on (Continued on page 4)

King Alfonso Talkie

Broadway will soon see a Movietone picture of King Alfonso of Spain. His royal highness was filmed recently through the efforts of Ambassador Hammond, both of whom appear on the talkie.

SIX NEW PICTURES B'WAY. PROGRAM

Six new pictures will occupy the attention of film fans on Broadway next week. The most notable contribution is probably "Submarine" at the Embassy Theatre with Jack Holt, Ralph Graves and Dorothy Revier. Performances, two-a-day.

Next in importance is "The Air Circus" the first Fox-Movietone all-talkie, at the Gaiety. Marion Davies in "The Cardboard Lover" is at the Capitol; "State Street Sadie" a Vitaphone all-talkie with Myrna Loy and Conrad Nagel is at the Strand.

"A Ship Comes In" with Rudolph (Continued on page 4)

Exhibitors of 17 Nations in International Agreement

By Dr. R. OTTO
Berlin Correspondent

The Berlin Exhibitors' Conference has done much to strengthen the exhibitors' position and to foster good comradeship among the exhibitors of different nationalities.

The conference did not develop into an International Film Congress. No producer, no renter took part in it. When Herr Klitzsch, general manager of the Ufa Company, welcomed the delegates, he did not speak as a producer, but welcomed the exhibitors in the name of the Berlin Chamber of Commerce and of the "Spitzenorganisation", the body in (Continued on page 2)

What Price Cohn?

After the premiere of "Submarine" at the Embassy Theatre Thursday night a conference was called in the office of one of the major producing organizations, whose pictures recently, have not measured up to the standard of previous years.

The object of the conference was Harry Cohn, production head of Columbia pictures. The presiding executive told the gathering he wanted Cohn, "price, no object".

DAILY REVIEW

Reg. U. S. Pat. Off.
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Most of our New York City subscribers are furnished their papers by carriers, in order that they will get a more prompt service than that given by mail. Subscribers will oblige by notifying us about any lapse in service.

Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hempstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



President Al Lichtman of the Motion Picture Club and his Board of Directors give the new clubroom an official inspection at noon today, preliminary to the official opening next Monday . . . Lee Ochs, Chairman of the House Committee has a great surprise to spring on the inspection party and won't tell what it is . . . Frank Newman, Kansas City Theatre impressario has retired with all the money in the world and will sail on the Ile de France with nothing to do for the next six months but take a look-see over Europe . . . Paul Gulick spent the three-day holiday theoretically visiting Mrs. Gulick in Maine but in reality, pounding a little white pill over the 9-hole golf course . . . Mrs. Gulick says home for Paul is a place to stop and get his bag of golf clubs . . . William Vogel has sailed for the other side to meet Joe Kennedy in Europe and then take up the European business of FBO-Pathe . . . Al Fineman, handling a number of movietone artists says he is thinking seriously of singing for the talkies as it looks so easy . . . Harry Hershfield actually printed his whole column the other day without once springing that "America I love you" thing . . . Murray Korman who makes good pictures of stage persons for the newspapers says Hy Daab has a great show in "Ringside" but he is going to advise him to pep up the first act . . . A. J. Karch, steward of the Motion Picture Club has invented a new type of schnecken . . . He has knobs on it to keep the doonkers from going too deep . . . Henry Ginsberg, went on a golf debauch over the week-end holiday, playing one day at his own club at Milburn, one day on the North Shore and the third day in Westchester County.

Exhibitors of 17 Nations in International Agreement

(Continued from page 1)

which all the different organizations of the German film industry are represented.

Federation Formed

When the proposal to form an International Exhibitors' Federation was discussed, M. Brezillon, the president of the French exhibitors tentatively suggested that the producers should be included. This proposal, however, was declined by every speaker except the Dutch delegates.

In Holland there is no Exhibitors' Association. The only trade organization there, the "Nederlandsch Bioscoopbond", embracing members of all branches. The Dutch delegates therefore could not support the idea of an international federation of exhibitors only.

Objections Overruled

The International Federation, however, was agreed to, the statutes proposed by the French delegates at once discussed and amended, and it is believed that it will soon make its force and its influence felt in the fight against the entertainment taxes.

The speeches made by German government officials and by the Burgomaster of Berlin made great impression on foreign delegates. They lauded the benevolent and appreciating tone of all these speeches and said that such a favorable inclination on the part of the authorities forecast good prospects for the German film industry.

No American Bias

There was no bias against America in any of the speeches. In fact, America was hardly ever mentioned. Herr Klitzsch, in his address of welcome especially mentioned that America wanted Europe, but that Europe was also in need of American pictures.

A Paneuropean note was struck by H. U. Davis, president of the British Exhibitors' Association. He advocated the production of national pictures in European countries for Europe and pointed to the rich material Europe with her history, her romance and her literature offered to producers compared with America. He mentioned talent abounding in Europe from which America had to borrow. He further explained that the 17 countries represented at this conference had a population of three and one half times as big as that of the United States and that Europe had money, and plenty of it. He reminded the conference of the fact that within the last few months, six and one half million pounds had been invested in British picture companies.

The whole atmosphere of the conference was one of sincere amity and good comradeship. Loud cheers were raised when the resolution to ban all "hate" films in picture theatres was carried and again when the proposal to found an International Federation of Exhibitors was adopted.

Gotham-Bristolphone

Corporation Formed

(Continued from page 1)

Bristolphone are being operated in Waterbury, Conn.

Professor Bristol attained absolute perfection with the device this year, and because of the equipment of the plant, is in a position to turn out the instrument in quantity immediately.

Gotham-Bristolphone is establishing its sales headquarters at 1650 Broadway in a new suite of offices. The company will make sound effects in short subjects, novelties and acts, to furnish complete service programs. Installations will be leased on a rental basis, with the parent company servicing the exhibitor throughout the duration of the use of the system.

Two sound stages are now being built at Waterbury, Conn. The first picture to be synchronized will be "Times Square", starring Alice Day and Arthur Lubin, the story is by Norman Houston, and was directed by Joseph C. Boyle.

Banky As Waitress

Sam Goldwyn's next Vilma Banky picture for United Artists release will be "Childs—Fifth Avenue". Miss Banky will portray the character of a waitress.

"World Wide Music"

Signs Henry Hadley

The World Wide Music Corporation, headed by Irving Mills, announces that it has secured Henry Hadley, American Composer, and pioneer in the Vitaphone field, to write an extensive series of numbers for the World Wide Music Library.

FOR SALE

In a city diversified industries a theatre circuit consisting of three theatres, one centrally. Box 50, Exhibitors DAILY REVIEW

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of our own manufacture available to suit your particular needs (Samples upon Request)

Mendelsohn's Textile Corp.
156 W. 46th St., N. Y. C.

"Evangeline" Del Rio

Edwin Carewe will produce Long-fellow's "Evangeline" as his next Del Rio picture for United Artists. This is to be followed by "The Darling of the Gods".

Langdon Back to Stage

It is reported in Hollywood that Harry Langdon is to return to the stage. He is said to have signed a contract with Fanchon and Marco to play three of the West Coast Theatre.

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PICTURE REVIEWS

"SUBMARINE"

Columbia
Directed by Frank Capra
Story by Norman Springer
Featuring Jack Holt,
Ralph Graves, Dorothy Revier,
Clarence Burton
Photography Joe Walker
Exhibitors will break their necks in the rush to book this one. A natural box-office success with a theme that millions of people have become acquainted with and that will cause hands to grip seats and lumps to rise in everyone's throat. Good cast, fine direction and advance exploitation already created gratis, before you play it.

Two pals in the U. S. Navy's service, one a deep-sea diver and the other, part of a submarine crew, are parted by the diver's flighty wife. At sea maneuvers, Submarine S-44 is rammed and sunk. Diver after diver fails to reach the submersible. The only man who can reach it to attach air lines, is Dorgan, who refuses to save his friend imprisoned in the sub. On learning that his wife is the real cause of his unhappiness, the diver is rushed to the scene and goes down to save the crew, when they are just about to perish.

Submarine interior scenes and miniature shots are splendidly done.

"CHARACTER STUDIES"

&

"A Cycle of Songs"

Vitaphone-Florence Brady
Broadway blues singer performs six numbers with piano accompaniment off-stage. Singer has individual style and specializes in slow-tempo long drawn out songs that have probably passed the popularity stage. Her style varies little and almost a monotone prevails in all the numbers. After you've heard one, you've heard them all. O. K. as vaudeville filler.

"A SHIP COMES IN"

Pathe
Directed by William K. Howard
Story by Julien Josephson
Photographed by Lucien Andriot
Cast Louise Dresser,
Rudolph Schildkraut, Lucien Littlefield, Robert Edeson, Fritz Field.

The exceptional direction of William K. Howard and the marvelous acting of the entire company lift this picture out of the ordinary class. The story is from formula No. 981 and concerns the actions of a family of foreigners in America. This type has been done many, many times and it is just such a yarn that after the first title it is easy to tell what is going to happen every moment. But Howard's direction makes of it something out of the ordinary. Louise Dresser, Rudolph Schildkraut and Lucien Littlefield stand out in a brilliant cast.

"UNDERSEA REVUE"

Vitaphone-Larry Ceballos Featurette
Broadway dance director puts on tabloid musical comedy in underwater setting that bears little resemblance to a sea—The Vitaphone dancing girls perform several Cavallio dance numbers. James Clemons, Lyda Roberty, the Tommy Atkins Sextette and Sally and Ted have individual dance numbers.

The production is nothing to rave about and has its limitations as a demonstration of transposing musical comedies to the screen. Unless the camera is within four feet of the singers, nothing is intelligible and when a chorus is dancing or an octette singing, the camera must move back to get them all in, thus losing out on the recording. The dance steps should be heard but aren't. Recording the rhythm should be more important than seeing it. Ted and Sally do the best work.

"OH KAY"

First National
Directed by Mervyn LeRoy
Featuring Colleen Moore,
and Ford Sterling
Nothing to this picture but Colleen Moore and the title writer; plus some very beautiful settings. But what it has is sufficient to class this as light entertainment with laugh-provoking titles and several funny sequences. Patrons will enjoy this one and go home and forget about it. Where Colleen has a big draw, this light farce adapted from Broadway musical comedy will serve as well as any other vehicle.

Regarding the story, a British heiress runs away to escape marrying a bore—is picked up in a sailboat by a rum-runner and lands in America—Taking refuge in a shore residence, she meets the hero who is about to get married, and after many antics to escape detection as an imposter—she wins her man, aided and abetted by the always funny Ford Sterling.

"THE BUTTER AND EGG MAN"

First National
Directed by Richard Wallace
Featuring Jack Mulhall,
Greta Nissen, Sam Hardy.

Film is poor transition of corking stage play by George S. Kaufman. The plot is reduced to almost nil and the picture lacks vitality. Mulhall is listless and Nissen likewise. Picture can be played on double programs if rental is attractive.

Small-town with theatrical ambitions comes to New York to invest in production—is roped in by two partners with a show ready to open and no bankroll—after seeing the leading lady, the hick puts up his roll—the show fails but because of his love for the actress, our hero buys out the whole show which is revamped and finally succeeds. The picture has a novel surprise ending which is the best sequence in the film. Praise is due to Sam Harding and the title writer.

"THE SAW DUST PARADISE"

Paramount
Directed by Luther Reed
Story by John Watters
Cast Esther Ralston,
Reed Howes, Hobert Bosworth
and Tom Maguire.

Photographed by ?
The stereotyped story of a carnival girl being "saved" by the saw dust trail in the form of an evangelist to whom she had been entrusted on probation by a small town Justice after being caught "grifting" by the District Attorney.

It is a very poor program attraction and one of the worst coming out of Paramount since B. P. Schulberg has been in charge of production. There is nothing outstanding in the direction, acting or photography. Miss Ralston seems to be losing both her figure and her looks. This one has been treated with "Synchronization".

"THE RED MARK"

Pathe
Directed by James Cruze
Story by John Russell
Photographed by Ira Morgan
Featuring Nena Quartaro,
Gaston Glass

Production not one of Cruze's best and much too long—could lose two reels which wouldn't be missed—Cast not a strong one for first-run box-offices, though Glass, Rose Dione and von Seyffertitz give adequate performances.

Unusual story of French penal colony in Mid-Pacific—Ruthless Prison governor, whose hobby is executions, fastens his desires on the daughter of a paroled prisoner. A young French pick-pocket who has been released and preparing to sail for home also loves the girl—to prevent the marriage, the lover gets her under the protection of the church and also murders an emissary of the Governor's. He is sentenced to die, but just at the right time, it is disclosed that he is the Governor's son. Boy and girl unite in happy ending.

Sound Featurettes

"ACROSS THE BORDER"

Vitaphone—Featurette
Featuring Sarah Padden,
Frank Campeau, Roy Stewart
A dramatic sketch of life on a lonely Texan ranch with the best work being done by Campeau, veteran character actor. Sarah Padden's acting is repressed and colorless, which the role calls for, but handicapped by a metallic reproduction of her voice, it leaves the audience cold.

The rancher casts off his wife and child, sells everything and plans to decamp to another woman in Frisco—The neighboring ranchers find him out and track him to his cabin determined to get him dead or alive. The rancher's wife, in desperation, to save her son's name from disgrace, kills her husband.

"THE ASSASSIN OF GRIEF"

Vitaphone-Al Herman
Featuring Al Herman, popular vaudeville black-face comedian. His gags and stuff is well known wherever vaudeville is popular and this will serve as a nice filler-in on a serious talkie program.

Herman opens with a song and then puts over his gags and finishes with a song. Could have been more fresher and original but for the non-critical, the laughs are there.

"FRANCES WILLIAMS"

Vitaphone-Warner Brothers
Popular eccentric jazz songstress from the musical comedy stage accompanied by piano sings half a dozen numbers which for some reason or other do not register well.

They are put over in snappy form and typical Broadway style but the flavor isn't there. The songs are light and eccentric and could have stood better selection. The old trouble of vaudeville acts in allowing their material to get stale through repeated use through the years may affect talking featurettes of this sort and what they need are special new numbers that run no risk of not getting over.

"SOUTHERN REVELLERS"

Vitaphone
Very fine rendition of Southern spirituals so popular all over at the present time, sung by an excellent all-colored cast.

The opening of this skit, which is perfectly suited to sound, is on a cotton plantation, with the characters dressed as cotton pickers.

After their labor, they gather round the lowly cabin door and three splendid numbers are rendered with many encores, which audiences will like.

The songs sung were "Going Home", "Going to Fly All Over God's Heaven", and "Hallelujah."

Comedy is mixed with straight singing and the recording of the sound went over well.

FIRST NATIONAL GETS MIRACLE

Al Rockett En Route East to Confer on Production

After a controversy extending over two years, First National Pictures on Friday acquired the screen rights to Max Reinhardt's famous stage play, "The Miracle," according to a statement by Irving D. Rossheim, President of First National Pictures, Inc.

The title to the motion picture rights of what has been rated as one of the most important productions ever planned for motion pictures, has been clouded by litigation between First National Pictures, Inc., and Al. H. Woods on one side and Joseph Menchen and Metro-Goldwyn on the other side.

First National purchased the screen rights from Mr. Woods. Metro-Goldwyn arranged with Joseph Menchen for the screen rights to this spectacle. Both Mr. Menchen and Mr. Woods claimed ownership to the motion picture rights.

First National and Mr. Woods, represented by Max D. Steuer, sued Metro-Goldwyn and Joseph Menchen, who were represented by Cravath, DeGersdorf, Swaine and Woods, to clear the title to these rights.

Preparation Immediately

"First National will start immediately preparing 'The Miracle' for production," said Mr. Rossheim. "Al. L. Rockett, Production and Studio Manager, will leave Burbank within the next few days to come to New York to begin preliminary production plans."

Warners Sign Norworth

Warner Brothers have signed Jack Norworth, the vaudeville headliner and musical comedy star, for an important part in the Texas Guinan "Queen of the Night Club" picture.

Harlan in Town

Kenneth Harlan, featured in Gotham's "U. S. Smith" is in New York and will entertain the boys of the press this week.

Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1 10% discount 12 issues or more.

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LECTURE FILMS, SLIDES, MACHINES bargains. Box 24, Exhibitors DAILY REVIEW.

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WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do and how many words you want used. Exhibitors DAILY REVIEW.

"EXTRA" CRISIS IN W. C. PRODUCTION

By JOE BLAIR
Hollywood Correspondent

Extra players in Hollywood are having a hard time making ends meet. Times have been tough before but conditions now are worse than ever due to the recent craze for talking pictures by production heads at the various studio's.

Talking pictures, to date, have eliminated most of the big scenes that require extra's and with so many of the studio's concentrating on this form of production, players who have been depending on this type of work for a livelihood are being compelled to either starve, or seek other sources of employment.

A Universal Notice

Victor Nordlinger, casting director at Universal City has caused to be posted on all the bulletin boards the following notice:—

"Judging from our recent requisitions which have come in, it seems urgent that I re-issue an appeal which I made some time ago.

"It is an injustice to the poor extra man or extra woman, who is absolutely depending on extra work for a living to have the different relatives, wives, sisters, brothers, sons, and daughters of cameramen, property men, grips, and other members of the working staff, as well as secretaries' relatives, requested on the Casting Office requisitions.

"Anybody already employed on our lot and on the payroll should be man enough and proud enough to say that he is able to support his own family without asking the Studio to extend them charity.

"I know dozens of instances of people who need the work very badly, people who are practically starving, and who are cheated out of their work by the above mentioned procedure of giving the work to relatives of employees.

"Therefore, in order to better this condition I must ask your full cooperation to please refrain in the future from asking this office to put employees' relatives on the list."

3000 Fox Theatres by 1930

(Continued from page 1)

be centered around the "first run" house in newspapers that carry to every corner of the State.

Pay Production Cost

It is the scheme of the originators of this idea to have sufficient theatres to pay the entire production cost of pictures together with a healthy profit, aside from having theatres doing sufficient business to carry themselves and show a profit.

Sufficient Product

In the deluxe houses, Fox will have sufficient product to keep this type house going fifty two weeks a year, but in houses with changes of two or more times a week, outside product will be played.

Each State Finances

With over 350 theatres already in the Fox Chain, these figures being the last report being given out by the theatre Department, a solid foundation has been made. The chain includes such groups as the West Coast theatres, Fox's own circuit, the Poli Chain, the Midwesco group and others. The balance of 2500 theatres or so will be acquired among the 1000 and 1,500 seat type of house, classed as neighborhood and suburban houses. It is expected that 100 New York City theatres will be added within two weeks, through outright purchase. Other sensational deals will be sprung from time to time within the next two years; financing being done by Fox financial campaigns in each state where he is to acquire a chain.

New Movietone Film

Starts at Fox

"Mind Your Business", a Fox Movietone comedy, with Hugh Herbert, Ben Bard, Dorothy McGowan, Mickey Bennett and Ben Hall in the cast was put into production this week at the Fox West coast studios under the direction of Benjamin Stollhoff.

Hugh Herbert, who plays the leading role in this talking comedy, also is the author of the piece.

Fox Doubles 1927

Earnings 1st 6 Mos.

(Continued from page 1)

with \$1,371,289 in the first six months of 1927. This was equivalent to \$3.47 a share on the 767,216 shares now outstanding, against \$2.72 a share on the 500,000 shares outstanding for the first half of 1927.

The balance sheet as of June 30, 1928 shows total assets of \$56,483,643 of which \$19,620,127 are current and working assets. Current liabilities were \$3,678,590.

'Topics'-'Fables'-

'Sportlights'-Talk

(Continued from page 1)

the present staff—the old staff to continue gathering material for the silent form, the new staff exclusively devoted to gathering material for the sound form.

"Aesop's Fables", encouraged by the success of "Dinner Time", will also be available in sound in addition to the regular issue in silent form. The sound issue will be based on the same material, except for the addition of synchronization.

Through synchronization of "Grantland Rice Sportlights" the public will now be able not only to see the famous sportsman's depictions of the last word in athletics, but also to hear him personally describe in layman's language the finer points of each particular game. These too will be continued in the "dumb" counterpart.

Foreign Films in

Big U. S. Invasion

(Continued from page 1)

attractive rentals.

The invasion is definite this time, as witness the organization of J. D. Williams World Wide Pictures which will distribute 30 British International Pictures this year as well as other foreign product and novelties.

Add to this the organization of a new Gaumont-Canadian company in Canada, which will probably distribute their Gaumont pictures in the U. S. working through World Wide or their own agencies.

The third big link will take place shortly when the New Era Films in conjunction with a German production company will tie up here for an outlet of their product through an American distributor. This deal was concluded last week when E. Gordon Craig visited in New York.

Should the product of these three British companies meet with fair success at the box-offices of the country, there will follow a rush of other European product, and theatre patrons are in for a diversified year or two, what with sound pictures, silent, foreign and novelty productions of all sorts.

SIX DIRECTORS BUSY IN WARNER STUDIOS

HOLLYWOOD — Activities on the Warner Bros. lot are centered on twelve Vitaphone productions, several of which will be all-talking. Six directors have pictures before the cameras at the present time.

Lloyd Bacon is directing "Star! Mad", Bryan Foy is busy with "Queen of the Night Clubs" starring Texas Guinan, Archie Mayo is in the third week of production on "On Trial" with Pauline Frederick and Bert Lytell, F. Harmon Weight is megaphoning "Hardboiled Rose" with Myrna Loy and Conrad Nagel, Scott R. Dunlap is occupied with "One Stolen Night" and Ray Enright is working on "Stolen Kisses" starring May McAvoy.

The six pictures in the cutting room are George M. Cohan's great success, "The Home Towners", "The Redeeming Sin" starring Dolores Costello, "Conquest" starring Monte Blue, "My Man" starring Fannie Brice, "The Singing Fool" starring Al Jolson, and "Noah's Ark", Warner Bros. super-special in which Dolores Costello is starred.

Six New Pictures

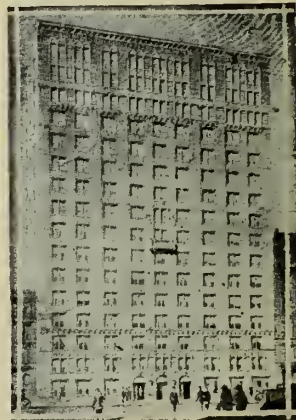
Broadway Program

(Continued from page 1)

Shildkraut and Louise Dresser is at the Hippodrome and Jack Holt in another film at the Paramount, "The Water Hole".

"Fazil" will be at the Roxy for its first popular run; "The Patriot" continues at the Rialto and "Tempest" at the Rivoli.

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DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 54

New York, Wednesday, September 5, 1928

FIVE CENTS

OBSERVATIONS

That Yarn

Our yarn regarding the activities of Mr. William Fox and his Fox Theatre's, Inc., seemed to have caused a little stir along the New York rialto. And, no doubt will cause a lot of thought, on the part of a few theatre owners. None question the activities of Fox and none seem to doubt, if he went out for 3000 theatres by 1930, he would get them. And that he will.

From Loew

We understand that the Loew Theatre Enterprises are going to build a house in Hoboken and one in Hackensack. Both in New Jersey and both in Stanley-Fabian strongholds. My! but this situation around New York with the chain theatres, might develop into a nice little battle. And don't think for a minute the battle is going to be confined to New York or New Jersey.

Carewe

Eddie Carewe is gaining the reputation of being the champion "space grabber" of pictures. He's a hound for publicity, and he should be, for publicity, more than anything else has Eddie riding on the top of the world. With Del Rio and a fat producing contract with United Artists he has no worry now . . . maybe more publicity. The story from Paris regarding his duel with Del Rio's former husband, made the first page all over the country. And his fainting act in Harry Wilson's cabin before his ship pulled out of New York harbor, was good for plenty of space.

Jannings Talks

A report from the Coast says that when Herr Jannings together with Ernst Lubitsch saw the synchronized version of "The Patriot" both started to talk, and in several different languages. This went on for some time, finally interpreters were brought in and what they relayed was plenty. The result being that "The Patriot" is going to have a new synchronization, minus sound effects and minus talk.

WILKERSON

ROSSHEIM-DEPINET THROW QUIETUS ON WARNER DEAL

Operators Refuse to Join Chicago Musicians Walk-Out--Loop Unaffected

With the advent of Labor Day and the expiration of theatre contracts with musicians and operators all through the country, the most serious ruction between operators and union labor occurred in Chicago where 300 theatres saw musicians walk out regardless of an injunction granted by Federal Judge James H. H. Wilkerson, forbidding the call of a strike. Late advices yesterday from Pub-

lix officials, whose houses in the loop were not affected by the walk-out, as contracts for these houses are not up for one more year, were that operators in the outlying suburban and neighborhood houses had not joined the musicians and had stayed at their posts.

Jack Miller of the Exhibitor's Association and James Petrillo of

(Continued on page 2)

EXCELLENT BUSINESS FOR B'WAY HOUSES

"Four Sons" in its last week at the Roxy Theatre did \$114,203.25, making a total of \$389,027.50 for three weeks. "Sawdust Paradise" at the Paramount played to \$71,800 and "Four Walls" in its second week at the Capitol, \$62,519.75.

"Tempest" at the Rivoli showed surprising strength with \$39,700 and

(Continued on page 2)

Ohio MPTO on Nov. 20

At their meeting held in Columbus on August 29th, The Board of Trustees of The Motion Picture Theater Owners of Ohio, selected Columbus as the place and November 20th and 21st as the dates for the Eighth Annual Convention of the organization.

J. J. Harwood, Lexington Theater,

(Continued on page 3)

35% of N. Y. Exhibitors Not Organized—Raives

According to Sol Raives, Pres. of the T.O.C.C., approximately 35% of possible exhibitor membership in New York does not belong to any exhibitor organization.

To his mind, this deplorable condition will have to be remedied, before the regime of big business wipes out the independent operators business.

A questionnaire may be circulated to all delinquent operators, to ascertain the cause of their non-membership in some theatre-owners' organization.

"MELODY OF LOVE" FIRST "U" ALL-TALKIE ARRIVES

Universal's first all-talkie, "Melody of Love," has been completed and tried out on the West Coast. A precedent is being established by Universal in the making of prints, the printing laboratories at Universal City being now engaged in turning out all the film on this feature needed for New York and other exchanges. A print is expected in

(Continued on page 2)

WARNER BRINGS JOLSON FILM OPENING SEPT. 19

Benjamin Warner, father of the Warner Brothers, will leave Hollywood in a few days with the first print of Al Jolson's "The Singing Fool" which opens its New York world's premiere at the theatre Jolson made famous, "The Winter Garden" on September 19th.

The theatre is being renovated for

(Continued on page 3)

2 New Talkie Cos.

The Micro Disc Corporation has been formed in New York to engage in motion and talking pictures.

The National Talking Movies Corporation has also been formed in Manhattan.

Sauber Drive

The Universal Washington, D. C. branch employees are celebrating the first anniversary of Manager Nate Sauber's official connection in that office, with a three week play-date drive from October 20th to November 3rd.

"Just Another Rumor First National Reply to Sell-Out Story

WARNERS UP 21 1/2

Two denials from First National officials yesterday added doubt to the widely-circulated rumor, prevalent the past two weeks, concerning the taking-over of that company's producing studios and forces by Warner Brothers.

Al Rockett, quoting from a wire received from Rossheim, stated "the report that any merger between First National Pictures and Warner Brothers is contemplated is absolutely untrue".

"It is just another rumor and such merger has not even been considered by First National."

Ned E. Depinet, General Manager of distribution, likewise characterized the report as absolutely untrue and impossible of consummation.

Both Jack Warner, to whom is at-

(Continued on page 2)

FOX-MOSS SHUFFLE N. Y. THEATRE DECK

There is a bull market on, in the buying of theatres around Greater New York.

B. S. Moss is asking the independent group of exhibitors represented by Aaron Sapiro, for a new deal with reference to the old one he had formulated some weeks ago of putting the whole group in one holding company, with Moss representing the

(Continued on page 2)

W. C. Publicity Men in Wampas-Hoover Club

A letter to the members of the WAMPAS, composed of Coast publicity and advertising men, has been sent out by the organization, apprising them of the intention to form a Wampas Hoover Club. Action was to take place at the regular meeting of that body yesterday.

Part of the letter reads: "Hoover

(Continued on page 2)

MacDermott Here

John MacDermott, well known screen writer is in New York stopping at the Ambassador.

DAILY REVIEW

Reg. U. S. Pat. Off.
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Most of our New York City subscribers are furnished their papers by carriers, in order that they will get a more prompt service than that given by mail. Subscribers will oblige by notifying us about any lapse in service.

Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemphstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York: — Lee Och's big surprise on President Lichtman and the Board of Directors of the Motion Picture Club was to serve them luncheon in the club dining room from the club kitchen... Joe Brandt, after looking at "Submarine" six or eight times, has come to the conclusion that it is a pretty fine picture, thus agreeing with every critic... Al Rockett is due here from the coast to consult with First National officials on the making of "The Miracle"... Harry Reichenbach is the busy bird next week, having been selected as toastmaster at the golf tournament dinner on Tuesday night, and as toastmaster at the big dedication dinner of the Motion Picture Club on Wednesday night... Henry Bate spent the three holidays touring in the "Half Moon" which he thinks is the original Hendrick Hudson boat, only Hudson didn't have it on wheels... Howard Deitz, full of vim, vigor and winegar, is back from a week's touring trip in Canada, and says he wasn't one reminded of the Volstead law... Mack Sennett is prolonging his stay in New York to get fixed up on sound recording and then he hustles to the coast to make some sound pictures... Artie Stebbins is organizing a Motion Picture Club golf team to accept the challenge of the Lambs Club team to play at the golf tournament Tuesday for a \$500 trophy offered by E. F. Albee... Charles DeGrandcourt, of National Screen, is back from a vacation at Saratoga, and says the ponies ran right well for him—at any rate he rode back on a train... Hunter Lovelace, formerly connected with Oscar Price, is here from the coast and will soon return to Hollywood... Jack Dempsey, member of the Motion Picture Club, will be one of the attractions at the club dedication dinner next Wednesday night, and Vic Shapiro suggest that they put him on the door...

Operators Refuse to Join Chi. Musicians Walk-Out

(Continued from page 1)

The Musicians Union have failed to come to a compromise, the principal bone of contention being a demand by the union that "musicians who are dispensed with, within the season, must receive two dollars per day back salary."

The fight is over this requirement, Chicago exhibitors claiming they cannot afford this drastic demand. The other union demands specify which theatres shall employ orchestras with a minimum of four men and for how many weeks; a demand for four-week's notice instead of two; and despite installation of talkie apparatus, theatres must employ a minimum of six musicians excluding organists.

The union has employed Clarence Darrow to advise it on the Federal injunction and on Darrow's advice, the men walked out.

In St. Louis, an open break is threatened by the demand of the picture operators for an increase of \$2.50 to \$7.50 per week. 58 independent motion picture theatres in this district are opposing the demands, while the big first-run houses in the downtown district and those houses controlled by the St. Louis Amusement Company have already signed new contracts, granting increases to the operators.

In Washington, D. C., a threatened tie-up of the theatres by the operators was averted by the granting of concessions, whereby three more operators will be employed in two theatres.

A meeting was held in New York, with Julian A. Brylawski representing the theatre men. Additional conferences are being held for final settlements.

In Long Island, members of the I.A.T.S.E. walked out of houses in the Calderone Circuit located in Glen Cove, Westbury, Hempstead, Valley Stream and Lynbrook and local musicians threaten to join the stage maintenance men who are asking \$77 per week.

Excellent Business for B'way Houses

(Continued from page 1)

"The Patriot" still more so with \$44,300 at the Rialto. "The Terror" at the Warners is still standing them up as well as "White Shadows" at the Astor, both doing \$20,000.

"Lilac Time" played to \$15,581.75 at the Central and "Wings" at the Criterion \$13,189. "Dawn" at the Cameo did \$8,100 and "The Air Circus" \$4,000 over three days. "The Red Dance" did \$7,500.

Fox-Moss Shuffle

N. Y. Theatre Deck

(Continued from page 1)

money and having the active running of the theatres himself.

In addition to Moss there is a group of bankers, no one seems to know who they represent, that have asked one of the important members of this exhibitor organization for a conference regarding the sale of some few of the theatres.

This bull market, so to speak, was no doubt brought on by the action of William Fox in making a bid for this independent chain. Much progress is reported on this deal and a definite understanding will be reached in a very short time.

Rossheim-Depinet Throw

Quietus on Warner Deal

(Continued from page 1)

tributed public affirmation that the deal was being considered and would be closed in New York, and Harry M. Warner, President, were yesterday in conference all day and couldn't be reached. It is known, however, that Harry Warner and a First National financial representative conferred in the office of a Wall Street firm last week on the proposition.

Warner Brothers and Fox Films "A" were the sensational leaders in stock rises on the Exchange yesterday. Warner Brothers "A" despite talk heard on all sides that the stock was greatly over-priced, rose 21½ points to a new high of 118. The Warner "B" went up 19 points to a new high of 116½.

Fox Films "A" went up over 3 points last Saturday and yesterday again went up 4½ points to a new high level of 99½.

Loew 50c Dividend

Loews, Inc. Board of Directors yesterday declared the regular quarterly dividend of 50c per share on the common stock, payable on September 29th, to stockholders of record, on September 16th.

Intall Meistertone

BERLIN—The new Meistertone talking picture apparatus is now installed in the Gloria Palast, a Ufa first-run theatre, and a number of sound shorts made with the device, are being shown.

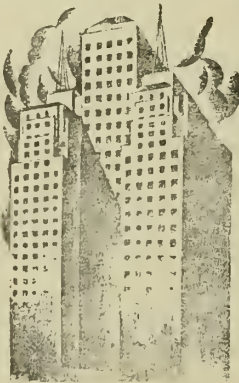
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THE PARK CENTRAL

FIFTY-FIFTH STREET AT 7th AVENUE
NEW YORK CITY

W. C. PUBLICITY MEN

(Continued from page 1)

has done so much for the industry that we must get out and work for him. We owe it to Joseph M. Schenck and Louis B. Mayer to support him. Whether you are Republican or Democrat, your position in the industry demands that you support the Grand Old Party."

Charles C. Pettijohn of the Hays organization yesterday stated he believed the report of such a club being organized was inaccurate and just "one of those things".

Bruce Gallup, president of the AMPAS, Eastern organization of film publicity and advertising men made clear the position of his association and that was, that it was not in politics and had no intention of taking sides one way or the other.

"Melody of Love" First

"U" All-Talkie Arrives

(Continued from page 1)

New York today.

"Melody of Love" is a picture of doughboys and the songs of the war days. It was adapted from a story by Robert Arch. A. B. Heath directed it, with a cast including Walter Pidgeon, Mildred Harris, Tommy Dugan, Jane Winton, Jack Richardson and others.

C. Roy Hunter, Universal technical supervisor was the Movietone expert on this feature.

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Pomeroy's P-F-L Sound System Has Stars Flocking For Tests

By JOE BLAIR
Hollywood Correspondent

Mary Pickford and Harold Lloyd are all enthused regarding the Paramount-Pomeroy sound system. Both of them have had tests, at their own solicitation, and the result has caused these two artists to put sound and talk into their next pictures, probably with the system that Paramount is using. Other stars who have been using Movietone are besieging Paramount for immediate tests.

J. Roy Pomeroy has been working for quite some time, with a crew of assistants on this sound device for Famous. It differs from all others in that the sound and the photography are recorded on separate films and have to be run off on different machines when projected in theatres. This is being done at present with "Wings".

I was fortunate enough to see some of the rushes of Paramount's first talkie, "Interference" and having also seen the show, can state with fear of contradiction that the scenes I saw on the film are easily 100% more effective than the same scenes on the stage. It looks as if Paramount has the system, for as has been reported, the other "sound on film" recordings have been causing a lot of worry to other producers in that recording the sound and photography on the same film, depending on the developer to bring out both, either the voice or the photography is bound to suffer in this process. With Paramount, both are on separate film and as a result when developed both can be processed to take full advantage of this step.

The one drawback with the Paramount system is its expense. There must be two negatives, two sets of release prints and when it reaches the theatre, must be run off on two separate machines at the same time, requiring twice the supply of projectors and operators. This of course, is alright with the large Publix owned theatres, but what will happen in the small towns?

New Post-Office

for Universal City

Due to the enormous volume of mail now being handled at the Universal City postoffice, a government order advancing its status from third-class to second-class has been issued and plans are now under way at the studio to build a new and larger building in order to properly handle the thousands of letters received at the postoffice daily, according to announcement made yesterday by Carl Laemmle, president of Universal Pictures Corporation.

Brown with Pathe

Melville Brown, the director, has been signed by Pathe to direct the production of "Geraldine". Eddie Quillan is the only member of the cast so far selected.

Michigan Convention

KALAMAZOO — The Motion Picture Theatre Owners of Michigan will hold their annual convention here on October 8-9-10.

"Coquette" All-Talkie

Mary Pickford's Next

Mary Pickford will do an "all-talkie" for her next production.

Announcement has been made that Miss Pickford has bought the screen rights to the George Abbott-Anne Bridgers play "Coquette" now running on Broadway.

Sam Taylor will direct and production will start at an early date. Taylor is now in New York, as well as Allan MacNeill and Johnny Gray who will do the adaptation.

"Burlesque" Prize for

Ruggles' Direction

Preparation is being made on the Universal lot for the photographing of "Burlesque" in a big manner. Charles Furthman has been borrowed from Paramount to supervise the production. Casting has started and so far it looks as if Raymond Griffith will have the lead, with Bessie Love being the chief feminine player and Zazu Pitts an added starter. Wesley Ruggles seems to have the lead in the race for the directorship.

Explosion at P-F-L

HOLLYWOOD—A mystery explosion rocked the Famous Players-Lasky studios at 5451 Marathon Avenue, set fire to stage No. 8 and caused \$10,000 damages before the resultant flames could be subdued.

The explosion, which occurred just before dawn when the studio grounds were deserted, blew up the floor and sides of the big stage and sent flames shooting 75 feet in the air.

Hollywood police were unable to determine whether the explosion was accidental or not.

OHIO M.P.T.O. ON NOV. 20

(Continued from page 1)
Cleveland; J. A. Ackerman, Glenway Theater, Cincinnati, together with President James and Business Manager Wood were appointed a committee to handle all details in connection with the convention.

Warner Brings Jolson

Film Opening Sept. 19

(Continued from page 1)
the opening, and Vitaphone equipment installation is being rushed. Jolson is in New York for the premiere. The film was directed by Lloyd Bacon and Betty Bronson, Josephine Dunn, David Lee are in the cast.

"Salvage" a Hit

The Wesley Ruggles' Universal production "Salvage" had a preview in Hollywood last week and has set the whole town talking for many reasons. First being that, Wesley Ruggles has done a man sized job. It is his best effort to date. Second, Fred Mackaye, a find of Ruggles' steals the whole picture. Third, Mary Philbin and the remainder of the cast do very good work. The production in its entirety is excellent.

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FILM CENTER, INC., Builders... ABE N. ADELSON, Pres.

NOTE: The FOX Advertising Department has had to prepare this standing form to rush out details on the consistent successes of Fox pictures.

again another **FOX** picture breaks another house record

Street Angel
The River Pirate
Four Sons
Fazil
Win That Girl
Mother Knows Best
Plastered in Paris
Me, Gangster
The Air Circus
Mother Machree
Sunrise
Making The Grade
The Red Dance
Dry Martini

—
Movietone or
Silent Prints

Raoul Walsh's
The Red Dance
with
Dolores Del Rio
Charles Farrell • Ivan Linow
2nd Biggest Week
in entire history of
Loew's Warfield
San Francisco

FOX record-wrecker of all time

Walter Reade to Sell Theatre Holdings and Retire

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 55

New York, Thursday, September 6, 1928

FIVE CENTS

OBSERVATIONS

House Organ

This publication has been printing so much about Fox, his theatres and productions recently, that before long we will be accused of running a Fox house organ. That would probably be a good idea with us, but William Fox would not think so much of it. We have been printing a lot about the operations of this individual and company due to only one reason, every move they have made has been good for a news story, and after all we pretend to be publishing a newspaper. (Believe it or not.)

"Noah's Ark"

Sid Grauman is going to have the "world premiere" of this Warner Brothers production. On first thought this booking might sound funny to some, what with this organization having a theatre in Hollywood doing a tremendous business and giving Grauman a lot to think about. It did to us, but with a minute for another thought, our conclusions were in another direction. There is hardly any question that Warner's have a great picture in this production. They want to give it as much dignity as possible, they want to place it on as high a plane, probably higher, than any production to date.

No Grind

Consequently, they figure to "two-a-day" the picture straight through for the next couple of years. Road show it in every important town in the world and after this tour is over, probably start all over again. The Warner's and everyone else we have seen who have viewed the production claim it will live for many, many years. We hope this is true, for as Harry Cohn, production head of Columbia said, "they deserve all they can get out of it, for when they started production, Warner's set out to spend a million or better and this is the first time in the industry, to my knowledge this was ever done and the producer ended with a great picture". We hope it opens in New York soon.

WILKERSON

PARAMOUNT SALES WAY OFF \$5,000,000 BEHIND LAST YEAR

GRAUMAN'S CHINESE GETS 'NOAH'S ARK'

Warners' Greatest for 2-a-Day Showings at Highest Top

Sam E. Morris, General Manager of Distribution for Warner Bros., has booked the world premiere of "Noah's Ark", Vitaphone special starring Dolores Costello, for Grauman's Chinese Theatre in Hollywood, where it will run for an indefinite period, two performances daily, at the highest prices ever changed on the coast.

The deal was consummated yesterday over long distance phone between Mr. Morris and Sid Grauman. The letter will set the definite opening date soon.

J. L. Warner, production head of (Continued on page 2)

Eberson at M.P.T.O.A.

Pursuing the announced policy of having experts address delegates at the National Convention of the Motion Picture Theatre Owners of America at Toronto, October 16th, 17th and 18th, the Committee announces that John Eberson, theatre architect, will address the Convention.

Waddill Catchings Pooh-Poohs Merger Talk

Waddill Catchings, of Goldman Sachs & Company, handling the financing of Warner Brothers and the Stanley Company of America, yesterday characterized the rumor of Warner-Stanley-First National pooling, as silly rumors.

Nevertheless, Stanley stock rose 2 7/8 points yesterday to a new high mark of 52 3/4, and Wall Street interests still maintain that Warners are to control Stanley and First National.

FINANCE REPORT AT ASBURY TODAY

A meeting of the New Jersey theatre owners will be held at the Berkeley-Cataret Hotel in Asbury Park today to discuss the financial situation which problem has lain dormant all summer.

The banking interests who were to have financed a combination of (Continued on page 8)

Tompkins at Strand

The new assistant Manager at the Mark Strand theatre in New York is Vincent C. Tompkins, Jr., formerly of the Earle theatre in Washington.

Competitive Pictures Crash P-F-L Outlets Lessening Playdates

It is not business depression alone which has the distribution and production executives of Paramount Famous-Lasky Corporation worried stiff, and which at the present time finds this organization over \$5,000,000 behind in gross sales, for the 1928-29 quotas.

The huge total of bookings attained by Paramount in other years is slipping badly, due to many causes, coming at a time when exhibitors throughout the country are sitting back and booking little product, until they know which way the wind blows on the talking picture revolution, and which threaten to undermine the Paramount leadership of the industry in distribution and perhaps in production.

In the first place, Fox product (Continued on page 2)

STANLEY \$1,200,000 BONDS FOR CIRCLE

The Stanley Company of America is floating a \$1,200,000 bond issue for the purpose of constructing the 3,000-seat Circle Theatre at Franklin Avenue, Philadelphia.

The company has a 20-year lease on the property obtained from the Mercantile & Theatres Properties, Inc. 255 theatres are listed at present in the Stanley chain of operations in the East.

Otterson Returning—No Movietone Before Xmas

LONDON—J. E. Otterson, President of Electrical Research Products who has been launching Movietone in England and France will sail for the United States the latter part of this week or early next.

Although a definite number of orders have been booked British exhibitors do not look for any actual installations and performances before Christmas except in a few spots, due to the heavy demand for the apparatus in the U. S.

Fraser Coming East

William R. Fraser, general manager of the Harold Lloyd Corporation, left Hollywood last Sunday on an extended business trip through Canada and the East, spending several weeks in New York.

READE SELLING CHAIN OF 27 HOUSES TO FOX

\$2,000,000 WESCO SOUND INVESTMENT

LOS ANGELES—Harold Franklin is holding a series of three conventions for the West Coast Theatres, Inc., personnel, the first having taken place at the Ambassador Hotel last week.

The second convention is in San Francisco today and the last meeting will be at the Olympic Hotel in Seattle on September 10th.

Franklin has announced a \$1,150,000 newspaper campaign for the circuit during the next year. Howard Sheehan stated that Wesco had put \$2,000,000 into sound equipment thus far and that by February 1st, 75% of the entire circuit will be wired.

Conference Last Night May Result in Big Cash Offer

William Fox and his officials in the Fox Theatres, Inc. yesterday afternoon met to take up consideration of the purchase of Walter J. Reade's chain of 27 theatres in New Jersey and New York.

Reade admitted yesterday that he had submitted the sale of his chain at a price approximately \$24,000,000, the major portion of which will have to be in cash, and that up to the present had not received any counter-offers from Fox. He also was strongly of the belief that Fox would secure the chain and that he, Reade, would retire from the business. (Continued on page 2)

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

W. R. WILKERSON, Publisher and Editor

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Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Bill Raynor, of Pathe, was the first Motion Picture Club member to send in his check for a locker, and the question is what is Bill Raynor going to keep locked up in a locker . . . A. S. Kirkpatrick, g.m. of Educational, is back from his vacation which he spent farming his farm over in the wilds of New Jersey . . . Bill Ferguson, Metro exploitation chief—and a good one—is in Cleveland doing something or other with "Dancing Daughters" . . . E. W. Hammons, president of Educational, is taking a short vacation and will return to his office next Monday in time for the opening of the Motion Picture Club . . . Pat Garyn and Paul Benjamin, according to just revealed information, played a three days golf match over the week end, and each man refuses to tell who won and how . . . Hopp Hadley, one of the old timers in the film business but not in years, is now getting one dollar a word for what he writes, and his only kick is that they won't let him write enough . . . Sol Brill has joined the high hatters and passed up the Hunting Room for the North Dining room, after taking a look at Nick's domain and finding no business there . . . J. Arthur Hirsh joined Lou Blumenthal, Lou Baum and Milton Cohen yesterday in the verbal bridge game at the corner table and the only man who collected was the waiter . . . Lou Brager, one of Warner Bros. road exploitation men, is in New York for a few days conferring with the bosses . . . Eddie MacNamee, of National Screen, spends most of his days off up in Connecticut and the rest of the gang over there are wondering just what the attraction is besides the God's green air of the Nutmeg State . . . Allen Glenn, First National exploitation chief, is on an extended trip through the west . . .

Paramount Sales Way off \$5,000,000 (Continued from page 1)

is gradually replacing the pictures of Paramount, and other companies in the West Coast Theatre Circuit. When Fox took over control of the circuit, he had to go through with existing bookings throughout the chain, in which Paramount and M-G-M product figured strongly.

This year, all Fox product goes into Wesco and consequently Paramount's product is being shut out, with the result, that, in order for Paramount to get into Wesco Coast play-dates, they had to swap dates with Fox in some of their own strongholds. Regardless of these swaps, however, the company has not as many pictures in Wesco as heretofore, and certainly not as many in some of their own theatres where they have agreed to play Fox.

What is true of West Coast Theatres is also true of the Poli Circuit in New England where Fox was out and Paramount in, last year. Then too, Fox has been able to crash into the Saenger Theatres in the South this year, in which Paramount has had a large interest, through similar swapping of playdates, as in other Publix houses.

In addition to this, Paramount for the last couple of years has had very poor business in the small towns, due to the fact that their product is above the intelligence of the average small town patron.

This year, a heavy drive is being made for small-town business but it is found that considerable difficulty is encountered in meeting price competition of other principal distributors and independent releases, which have made a strong bid for the small-town play-dates, ever since Paramount went after bigger game.

Further, analysis of key city bookings, where Paramount has had no direct affiliation of theatre outlet of their own, reveals that exhibitors who formerly played a good percentage of Paramount product now find that they can make more money, on lower rentals, with pictures made by independent producers who have been making better product, insofar as the box-office is concerned, than ever before in their history.

It is the belief of those who have heard tests of Paramount's sound inventions, that as soon as the company is able to get out in the market with Paramount talking pictures, thereby proving conclusively that they are going into sound and not talking about it, the first step will have been taken to strengthen its former commanding position in the field of distribution.

Reade Selling Chain of 27 Houses to Fox (Continued from page 1)

The Reade chain comprises 6 theatres in New York State and 21 in New Jersey, the principal value of the circuit to Fox lying in the potential opposition to Stanley-Fabian domination of upper New Jersey, Fox has only three houses of prominence in that State, over in Elizabeth and two in Newark.

In New York State, Reade controls the Astor, Columbia, Bijou and Morosco. The lease on the Astor has six more years to run with M-G-M the present lessees. If Fox secures the Reade chain, the Astor may eventually be torn down for a new theatre and skyscraper for Fox, and with the addition of other chains in and around New York from time to time, will soon be reckoned the strongest producer-exhibitor in the East.

Kingston to Vote

KINGSTON, N. Y.—This city will vote next November on the question of Sunday movies. A referendum will be proposed.

Grauman's Chinese Gets "Noah's Ark" (Continued from page 1)

Warner Bros. who arrived in New York from the coast Monday, stated that Grauman believes the production to be unqualifiedly the greatest picture ever filmed both because of its intrinsic dramatic value and because of the spectacular sweep with which it has been treated.

Director Michael Curtiz spent five months of actual shooting time at the cameras before the stupendous task of editing was undertaken. Extensive use of Vitaphone was another important element in its making, this being the first time that Vitaphone has been incorporated in a screen spectacle.

Dolores Costello occupies the stellar role with George O'Brien playing opposite her. Others in the lineup are Noah Beery, Louise Fazenda, Paul McAllister, Guinn Williams, Anders Randolph, Myrna Loy, Nigel de Brulier, Armand Kaliz, William V. Mong, Malcolm Waits and Joe Bonomo.

D. R. Hochreich Wins Vocafilm Injunction

F. Dudley Kohler's injunction suit to prevent transfer of Vocafilm to Brady, Woods and the Shuberts, was lost in the Supreme Court this week and Woods states that the deal for Vocafilm, involving \$4,000,000 will now go through as originally planned.

The theatrical producers have not yet taken title to the stock but intend to exercise their option on the 500,000 shares necessary to control the talking-film process.

FOX IN STANLEY TERRITORY WITH 6

The long-talked of Fox theatre plan of opposition to Stanley in its stronghold, Philadelphia, has come to light with the announcement by William Fox that he would construct six or more theatres in that city, involving an expenditure of some \$50,000,000.

The first one will be at 17th & Market Streets and together with an office building in which the 5,500-seat theatre will be constructed, will cost approximately \$16,000,000.

This house will operate the largest symphony orchestra in a motion picture theatre, comprising 125 musicians. Fox Theatres will endeavor to complete six other houses within one year.

M-G-B Industrial Film Co. Formed in N. Y.

James S. McBride, Wall Street broker, Otto P. Backer, a real estate operator and Sidney M. Goldin, motion picture director and producer, have organized the M-G-B Industrial Motion Picture Company.

The new concern plans to produce and distribute a series of educational and industrial pictures.

A. S. C. Meeting

The American Society of Cinematographers held an open meeting last week in Hollywood, which was addressed by George Mitchell of the Mitchell Camera Company and Delmar A. Whitson of Whitson Telephone Corporation.

If You Want NEWS---

While it is Still NEWS---

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Please enter my subscription for The Exhibitors
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Subscriber.



The background of the poster is a dense collage of black and white film stills. At the top, a man in a military uniform looks through a telescope. Below him, a man in a suit is shown in a close-up. To the right, a man in a military uniform looks off to the side. In the center, a large red triangle contains the title 'SUBMARINE' in large, bold, black letters. To the right of the triangle, a man and a woman are shown in a close embrace. Below the triangle, a man in a military uniform is shown in a close-up. At the bottom, a man in a military uniform is shown in a close-up. The overall theme is military action and romance.

SUBMARINE

*A
Terrific
Hit!*

*A
Record
Smasher!*

"SUBMA



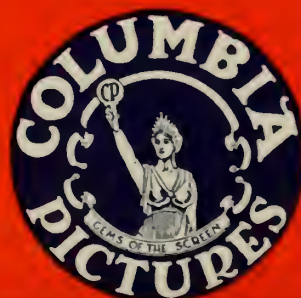
ARINE"



**THE MOST
SENSATIONAL
DRAMA EVER
FILMED AT THE
BOTTOM *of the* SEA**

Starring
**JACK HOLT
Dorothy Revier
Ralph Graves**

DIRECTED BY
FRANK R. CAPRA





"SUBMARINE"

A Terrific Hit!

at EMBASSY THEATRE, NEW YORK

Broadway's De Luxe Presentation Theatre

Get in touch with your Columbia Exchange immediately on
this overwhelming Box-Office Success—or you'll
regret it for the rest of your life!

Bristolphone Claims Fool-Proof Device for Perfect Synchronization

A unique feature of Bristolphone, now marketed nationally by Gotham-Bristolphone, is the electrical re-synchronizing device the machine embodies and which allows for a simple adjustment if by any remote chance the synchronization between a talker's lips and sound should get out of register.

This is made possible by a re-synchronizing handle attached to the machine, convenient for the operator. By a simple manipulation, the same as might be done with the recording needle on a weight scale, if the needle pointed to several pounds ahead or before the zero mark while the scale was at rest, the re-synchronizing handle functions in bringing the sound to a point exactly where it is wanted.

Sues Mathis Estate

HOLLYWOOD—First National Pictures are suing the estate of June Mathis for \$22,500, alleging that the late scenarist was under contract to them during 1926 at a salary of \$1,500 per week. The claim is that she died before carrying out an agreement to write an extra picture in lieu of a sum of money received during 15 week's illness when she did no work.

Talley Buys House

T. H. Talley, formerly manager of the Soutland, Texas, has purchased the Majestic Theatre at Devine, Texas, from H. H. Peace.

Judell Buys Ill.-Ind.

Chesterfield Zones

Another representative regional distributor was added to the list of "Chesterfield" Exchanges this week when Ben Judell of Judell, Inc. signed up for the entire season's output from Chesterfield Motion Picture Corp. for the Illinois and Indiana territories.

The Chicago exchange man will confine his activities to the Chesterfield product alone this season.

Chesterfield distributors now include Commonwealth, New York City, Judell, Inc., Chicago; Progressive, St. Louis; Consolidated, Boston; Celebrated Milwaukee; Film De Luxe, Toronto, Canada; Fred Schram, Cleveland; Standard, Pittsburgh and Detroit; Masterpiece of Philadelphia; All-Star of California and Home State of Dallas have contracted for part of the Chesterfield product and Richmount Pictures of New York control the entire foreign rights.

AMPA to Paramount

The AMPA is moving its meeting headquarters over to the Paramount Hotel, where it meet hereafter in the Breakfast Room every Thursday. The next meeting will be on September 3, two weeks ahead.

The installation of the association's new officers will take place at a meeting on October 4th. The Sam Harris Cup will be officially presented to the AMPA on that date.

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Pegler with Agency

Jack Pegler, advertising and publicity man, who until recently was in charge of that department for the Poli Circuit, has resigned to accept a connection with the Hanff-Metzger agency which handles P-F-L advertising.



TRAVELERS select the Great Northern for its wonderful location in Chicago's "loop". They return because the large comfortable rooms, homelike environment, attentive service, excellent food and moderate charges make it an ideal hotel.

400 Newly Furnished Rooms, \$2.50 a day and up. Sample Rooms \$4.00, \$5.00, \$6.00, \$7.00 and \$8.00.

Walter Craighead, Manager
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Mr. Exhibitor . . . Here's a Picture You Can Make a Lot of NOISE About



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A Modern Melodrama of Exceptional Dramatic Power
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A SENSATIONAL title but a CENSOR PROOF Picture
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RAYART ELIMINATES WESTERNS

Signs Big Stars for Sound Program

HOLLYWOOD — Rayart Pictures are making preparations to meet the sound and talkie problems, according to Trem Carr, producing head of Rayart, who during the past week took options on several sites looking toward the erection of special studios to house the Rayart-Carr units.

Already several players with speaking stage experience have been signed, including Henry B. Walthall, Gladys Brockwell, Tom Santschi and Mae Busch. Others will be placed under contract by Mr. Carr as soon as the necessary tests can be taken.

The Rayart-Carr organization has eliminated this year from its program the western, serial and comedy picture handled in the past, and will concentrate on twenty box-office productions of a much larger calibre than anything this organization has attempted in the past. Providing suitable synchronization arrangements can be made, a recently completed production "Sweet Sixteen", made by Trem Carr under the direction of Scott Pembroke, may be held back and music score and sound effects added.

FOUR M-G-M COMPANIES SHOOT ON LOCATION

There has been a general exodus of companies at the M-G-M studios; four big companies all filming major productions are on location.

Clarence Brown, directing John Gilbert and Greta Garbo in "A Woman of Affairs", has moved his company, including Hobart Bosworth, Lewis Stone and others, to the Busch gardens in Pasadena.

John Waters is directing Tim McCoy, Dorothy Janis and others in "Humming Wires" on a location at Glacier National park in Wyoming.

George Hill is directing Ramon Novarro, Anita Page, Gardner James, Ralph Graves and others at San Diego in the North Island naval air station, where they are filming "Gold Braid", a naval aviation story.

Sam Wood is directing Norma Shearer in "The Little Angel" on a beach location some miles from the studios with John Mack Brown, Gwen Lee and others of note in the cast.

Finance Report

at Asbury Today

(Continued from page 1)

theatres in New Jersey, laid consideration of the plan aside at the start of the summer, promising to present their final survey about this time, when the theatre situation was expected to have been considerably bettered.

George L. Record and Joseph Seider, who have been the leading spirits in the consolidation plan which would pool the business interests of all the independent theatres into a single holding company, for cooperative film buying and theatre purchasing, will be present at the meeting today to lead the discussion.

Seider is planning a 3-months' tour of Europe on business and pleasure and is booked to sail on the 29th.

RUGGLES—SCOFFIELD WRITING NEXT PHILBIN

Wesley Ruggles, the director and Paul Scofield, the writer, are very busy at the Ruggles shore house at Mailbu Beach writing the next story for Mary Philbin, which will be directed by Ruggles for Universal. Scofield and Ruggles have been together on several stories during the past two years.

Ruggles just recently finished a Philbin picture "Salvage" which caused a bit of talk around Hollywood at its preview the other night.

De Forest Stock Issue

LONDON—The De Forest Phonoflms, Ltd., is to be merged with a new company, called the British Talking Pictures, Ltd. which will take over the entire De Forest business.

A \$2,500,000 capital is being floated and privately subscribed for. The British Consolidated investment Corporation is handling the floatation.

Clara Bow Signs New Paramount Contract

Clara Bow, the "It" girl, yesterday signed a new contract with Paramount. Now rated one of the most popular feminine star's in the movies, Miss Bow is said to receive almost 35,000 letters of admiration each month. Her newest film, "The Fleet's In", to be shown at the Paramount Theatre in a few weeks, is touted as her best effort to date. Miss Bow is now making "Three Week Ends", from an Elinor Glyn story.

"Bellamy Trial" Talkie

"The Bellamy Trial", directed by Monta Bell for Metro-Goldwyn-Mayer, will emerge as a talking picture, according to word from the coast. Rehearsals are now taking place for talking sequences in the film, which has a cast of twenty-nine principals. This production and "A Little Angel," Norma Shearer's forthcoming starring vehicle, will be the first two dialogue films on M-G-M's new season schedule.

STUDIO GOSSIP

Blanche LeClaire until recently a bit player at Paramount and M-G-M and a graduate of the Paramount school formed two years ago at the Paramount Astoria studio, has been given the role of the laughing blonde in "Trader Horn" soon to go into production under the direction of W. C. Van Dyke. It will be released by M-G-M.

Eleanor Boardman, the M-G-M player and not Marion Nixon, as reported in this column last week, will have the leading feminine role in the Henry King Inspiration picture "She Goes to War". It will be released by United Artists. The screen story will be done by John Gray and Alan McNeil.

C. B. DeMille has changed his mind. He is not going to film a crook story after all. His second guess is a big love story.

Fannie Brice left for New York today. After a short stay, she will return to Hollywood for more Warner pictures. Fannie will bring her two children this time.

Jacqueline Gadsden, just out of the extra ranks, has been assigned to play opposite James Murray in "The Mysterious Island". Production at M-G-M.

Speaking of M-G-M reminds us that everything looks set for Rod La Rocque joining this organization. They have been talking contract for weeks and it seems now that all the wrinkles have been ironed out.

Achmed, one of the feature parts in "Four Feathers", Paramount picture, has been assigned to Noble Johnson who is at present working with Dix in "Redskin".

Knute Erickson has been added to the cast of the Richard Barthelmess First National picture, "Scarlet Seas".

The Milton Sills company, making "Changelings" left yesterday for San Francisco to board the steamer Matsonia, sailing for Honolulu for exteriors. Dorothy Mackaill will play opposite Sills and Lee Garmes will photograph the picture.

Georgie Grande, has been signed by First National for the comedy role in "Ritzzy Rosie". Grande appeared on the stage in Hollywood in the Oliver Morosco production of "The Morning After".

Albert Conti and Tully Marshall have been added to the cast of the Gloria Swanson picture.

With 1500 men bowing and scraping before Douglas Fairbanks in one of the first shots of his picture "The Iron Mask" one Hollywood wag said it looked like "a convention of studio Yes men".

Karl Brown, the director, has been signed by Columbia to make "Wildcat".

Peter Milne, is doing the continuity on "The Head of the Family" for Gotham.

In a recent issue of the Toronto Star Weekly Peter B. Kyne, well known author and purveyor of a great number of screen stories, calls motion picture producers a bunch of jealous saps and adds that he "gets quite a kick out of putting one over on them, as I sold the same story twice to the same company and they never knew the difference."

Mr. Kyne goes further and states, "I have sold about fifty stories I believe, and of these I was able to recognize perhaps six in their screen forms, and that largely because they had credited them to me on the celluloid." "At that I believe I hold a record because other writers have never been able to recognize theirs at all".

"U" WAY AHEAD ON SCHEDULE--SLOW UP

By JOE BLAIR
Hollywood Correspondent

The Universal Studios have slackened the stiff production pace they have been running for the past ninety days, and aside from some Westerns, Serials and short reel subjects, things are pretty slow on the "U" lot.

This condition has been caused by the fact that the organization have most all of their program completed for the next nine months, the specials contemplated, will be held up until such a time that the studio is provided with sound stages and sound equipment, both of which are in the process of building and installing. And most of the specials on schedule will require these sound devices.

New Haines Starts

"A Man's Man" went into production last week at the Metro-Goldwyn-Mayer studio, with James Cruze and William Haines, the combination which just completed "Excess Baggage", in the roles of director and star.

Josephine Dunn, ex-New York show girl who played the feminine lead in "Excess Baggage", was given the chief feminine part in the new film as a reward for her earlier work.

Berger to Europe

Europe will temporarily reclaim one of its best known motion picture directors when Ludwig Berger returns to Germany and France early this fall to film one production. Berger, who is now under contract to Paramount, will leave for Europe as soon as he finishes directing Emil Jannings in "Sins of the Fathers". B. P. Schulberg, general manager of west coast production, announced today. The European director has been granted a four month's leave of absence by Paramount.

2 Warners Completed

Two more Vitaphone pictures went from the cameras to the cutting room at the Warner Studio this week. Director Ray Enright shot the last scenes of "Stolen Kisses" starring May McAvoy supported by Reed Howes, Edna Murphy, Agnes Franey and Claude Gillingwater.

"Hardboiled Rose", directed by F. Harmon Weight was also completed. This latter production features a cast headed by Myrna Loy, William Collier, Jr., John Miljan and Gladys Brockwell.

"Swanson Gaggling"

Recently in Hollywood, Gloria Swanson made a bet with some friends that she could present herself at the casting offices of the three largest studio's and with her face made up a bit and some shabby clothes on, ask for a job and be refused in all three places.

The studio's visited were M-G-M, United Artists and FBO. At each casting window she said that all of her friends had told her she resembled Gloria Swanson quite a bit and as a result thought maybe they could use her. In each instance she was turned down rather coldly.

First Big Paramount Talkie with Jeanne Eagels at Astoria

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

FIVE CENTS

New York, Friday, September 7, 1928

OBSERVATIONS

"Odds and Ends"

We received a copy of a little (in size) publication, gotten out by Howard Deitz and we are chuckling yet. It is a gem, filled with personality, chuck full of laughs, logic, satire, a bit of philosophy and some little M-G-M advertising. It is the best stunt we have ever seen in this business. Maybe we should not call it a stunt, but whatever it is, it's THERE. We are waiting for the October copy.

Conditions

If you think conditions are bad with the small independently owned operator in so far as trying to determine what to book for his theatre for the coming season, have a look at the larger circuits. We understand that none of the large chains have definitely set in product for the coming season. There are some exceptions however, but few.

Quandry

The big fellow is in just as much a quandry as the little operator. He does not know what to book. Whether it shall be sound, synchronized pictures, or plain movies. None of them know what the studios are going to release, even the studios themselves are up a tree in this direction. Add to this the fact that those so equipped are attempting to make both a silent and sound version of every story but are up against the rub, what might be good for sound will not be for silent and vice versa.

Easy

Some of the larger independent distributors are making it easy for the circuit theatres in permitting them to date in and run pictures without contracts and no price set. This is a great mistake, as they will find out. If any theatre runs a picture or a series of pictures, the price should be set, first and always.

WILKERSON

P-F-L SIGNS "RAIN" STAR FOR L. I. FILM

Paramount Famous-Lasky have signed Jeanne Eagels, noted star of "Rain" to appear in Somerset Maugham's play "The Letter."

This picture will be directed by Monta Bell in the Paramount Long Island studio, with production to start within a month. Exhaustive tests of the stage star are being made at Long Island now.

Miss Eagels made one film with John Gilbert for Metro-Goldwyn-Mayer and looked extremely well in most of it.

CHICAGO THEATRE TIEUP IN ARBITRATION STAGE

CHICAGO — The difficulties between the Musicians Union and representatives of 85% of the city's theatres, out of which the musicians walked last Saturday, may be arbitrated this week by B. H. Marshman, federal conciliator of the Department of Labor.

Union officials are standing pat on their demands and do not expect any settlement. In addition they now threaten to call out the picture operators and close all of Chicago's theatres.

Thomas Maloy, business agent for the operators, and George Browne, head of the stage hands organization, delivered their ultimatums early (Continued on page 2)

"Terror" Creates Record

The house record at the Warner Theatre on Broadway was shattered last week by the gross obtained by Warner Bros. second 100% talking picture, "The Terror". The new record tops that previously established by Al Jolson in "The Jazz Singer."

Berlin Film Congress Asks American Exhibitor Aid

BANCROFT'S GREATEST OPENS SEPTEMBER 15

According to reports, George Bancroft has completed the finest picture of his career, and has signed a new contract with Paramount.

It is "The Docks of New York" and Paramount officials believe the film marks a forward step in motion picture developments. Josef von Sternberg directed and the cast includes Betty Compson, Baclanova, Mitchell Lewis, Clyde Cooke and Gustav von Seyffertitz. It will open at the Paramount September 15th.

BRITISH PHOTOTONE IN GERMAN TALKIE COMBINE

Paramount Ahead

The exclusive Daily Review story on drop in Paramount sales of \$5,000,000 over a year ago drew comment from Paramount officials yesterday.

Charles E. MacCarthy, head of the Publicity department states that the company is not \$5,000,000 behind in sales but is several hundred thousand dollars ahead over their sales of last year.

SAN DIEGO TO GET BIG FOX THEATRE

SAN DIEGO—A \$1,500,000 theatre and building will be erected on "B" street here, to be used by the Fox Films Corporation. The site has been acquired by the Gildred Brothers Building Company, and is two blocks from the El Cortez Hotel.

Officials of the Fox Corporation are said to be pleased with the prospects of getting a modern theatre in San Diego. The lease will be signed within the next few days and the theatre will be completed within a year.

Walker Closes Deal

Johnny Walker concluded a deal yesterday with Educational Films for the release of thirteen single-reel novelties, to be known as the "What Would You Do in a Case Like This" series.

The pictures will be produced by Nat Cordish on the West Coast.

Thousands Turned Away at Demonstration in Admiral Palast

By SAM HARRIS
"Today's Cinema"

LONDON—British Phototone, Ltd., have obtained control of an important German sound-film company, the Lignose-Horfilm, G.M.B.H., who possess a film-disc synchronizing device. The company is affiliated to Nobels.

The first public demonstration of the apparatus in Germany was given in Berlin recently at the Admirals Palast, with 3,000 people in the theatre for the demonstration and thousands of others turned away. (Continued on page 2)

UFA Opens Two New Theatres in Berlin

UFA Productions have recently opened two new motion picture theatres in Berlin. The first was The Kammerlichtspiele at the Palace of The Nations, Potsdamer Platz. The new UFA Production, "Zufucht" is the first picture presented there.

In the western part of Berlin, UFA opened the Universum Theatre which is the largest theatre in Berlin. The first feature presented in that theatre is the UFA circus picture, "Looping The Loop".

Roxy Theatre Stock in Exchange Rumor

Roxy Theatre stock yesterday came in for a share of feverish activity in the "street" with rumors again rampant of a possible swap for Fox Theatres "A" and a retirement of Roxy Class "A".

There was exhibited a strong buying power in the Roxy common stock, several brokerage houses reporting large turnovers. The stock is callable at 50, plus accrued dividends and two dividends were paid recently on June 1st and August 7th, of 87½c.

Warner "Corner"

Wall Street informants yesterday predicted that Goldman Sachs & Company, together with other associates, are effecting a corner in Warner Brothers stock, in order to make "short" interests pay up to \$250 a share for the stock.

The same explanation of the 21 point rise in Warner this week, was given by the 'sharps' who state that it was a squeezing of the short interests in this stock.

By Dr. R. OTTO
"Review" Correspondent

BERLIN—The International Federation of Exhibitors voted at the International Film Congress last week, has expressed the hope that the independent theatre owners of America may decide to join the Federation.

Another plan which arose at the Conference, that of extending the German Exhibitors' Producing Syndicate (D.L.L.) beyond the German borders and transforming it into a European syndicate is creating quite a discussion.

The success of the International (Continued on page 2)

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Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Bruce Gallup is waiting in New York for the opening of the Motion Picture Club next Monday and the annual election of the A.M.P.A. on Thursday, and will leave Friday for a vacation in Florida . . . Lon Metzger, sales manager of Universal, who has been laid up with a bad cold, showed up in the rain yesterday and went back to work . . . Henry Bate, who has been listening on his radio ever since Nat Rothstein sailed for Europe, hasn't been able to get anything but static, and he's wondering if that is Rothstein trying to broadcast . . . Walter K. Hill, the dean or nearly so of all motion picture press agents, has joined out with A. P. Waxman, up at Warner Brothers, and the stock still keeps going up . . . Landon Burks, exploitation man with many friends in New York, is now press agent of the United Artists theater in Chicago . . . J. Robert Rubin, just back from Europe, lunched at the Astor yesterday with Jack Cosman, and there was no Scotchman present when the check came along . . . Felix Feist has left New York on a short sales trip through the middle west . . . Jimmy Grainger is spending a few days in Chicago, en route home, and will arrive here next week . . . Morris Josephs, New Haven manager for Universal, was at the home office yesterday conferring with Lon Metzger . . . Harvey Day declares he will play golf at the tournament next Tuesday, regardless of what anyone says about his game, and isn't he courageous? . . . Joseph Cherniavsky, musical director of Universal Pictures, has been called to the coast by Carl Laemmle to help out in making sound pictures . . . W. R. Fraser, general manager of Harold Lloyd's corporation, is on his way to New York for a stay of a couple of weeks . . . Bert Angeles, old time picture and present time stage director, is thinking of carrying a cane to fend off people who are trying to entice him to go into the sound pictures . . .

FOX HAS 24 POINT RISE IN 1 MONTH

Although Warner stocks have been holding every eye recently through sensational developments, there has been a slow but steady advance in Fox Film "A".

This stock since the beginning of August where it was hovering around 79 has seen a five or six point rise each week, until yesterday the stock closed at 103½; a gain of 24 points in more than a month.

Fox Theatres "A" has also been creeping up slowly and yesterday closed at 31½.

Bronx "Ritz" Reopens Dashkin Managing

"The Ritz Theatre", at 180th Street and Boston Road, Bronx, which was formerly owned and closed by the Jolson-Suchman Enterprises, has been taken over by Irving Dashkin and Simon Osberman, the landlord of the building, and will reopen shortly.

The theatre is being entirely renovated, redecorated, and re-equipped. Irving Dashkin will have control of the operation of the theatre.

Jack Cohn Completes Nationwide Survey

HOLLYWOOD—Jack Cohn, who is in charge of the Eastern activities of Columbia Pictures, arrived here last week when Harry Cohn left for New York.

Jack made a tour of all key cities before coming West, to ascertain what sort of picture was meeting the demands of the public and the censor boards. He states that all Columbia pictures in future will be thoroughly censored before production.

British Phototone in German Talkie Combine

(Continued from page 1)
The link-up creates the first organization in Europe by which distribution of international sound films is assured in Great Britain, France, Germany and Belgium.

The first supply of Phototone synchronized films will be released about January 1st.

Chicago Theatre Tieup in Arbitration Stage

(Continued from page 1)
Wednesday to Jack Miller, President of the Motion Picture Exhibitors' Association. They did so when a meeting of exhibitors and musicians out of which it was hoped peace would come, broke up almost before it started because Miller had not arrived.

Loew Invades Stanley in Upper New Jersey

Hackensack, N. J., will have a new 3,500-seat theatre next February as opposition to the Stanley-Fabian Oritania, Eureka and Lyric Theatres.

The new theatre will be erected by Loews, Inc., construction to start immediately. Loew may also build the same kind of a theatre in Hoboken as Stanley opposition.

THEATRE WAR LOOMS FOR B'KLYN PATRONAGE

A new theatre war in Brooklyn is maturing, with Loew, Fox and Paramount in the forefront with brand new theatres and large seating capacities.

Loew's owns the Universal Theatre, Fox opened their new house last week and Paramount's new theatre will open in November. Theatre chain officials are looking dubiously at the Brooklyn territory, some of them even prophesying poor business for the 'big three' operators within the next year, due not so much to competition, as the fact that Brooklyn patrons are too near to Manhattan and prefer to get their pictures new on Broadway rather than seeing them a week old in Brooklyn.

Berlin Film Congress Asks American Exhibitor Aid

(Continued from page 1)
Exhibitors Federation will lie to a great extent with the British exhibitors who will now discuss the plan in their own councils.

Rockett Gets 2-Year Production Contract

A. L. Rockett has signed a new contract as head of First National Pictures' studio and production activities, it is announced by Irving D. Rossheim, president of First National Pictures, Inc.

Mr. Rockett has been in charge of production on the West Coast for some time. The new contract is for two years.

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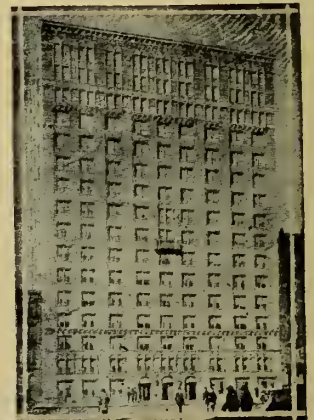
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QUEBEC MINORS NOW ALLOWED IN MOVIES

After a long court fight, between Canadian exhibitors and the Quebec courts, the law prohibiting admission of children under 16 years of age, has been suspended.

The court decision by Justice Weir in Montreal abrogates the act passed by the Quebec Legislature, and it is now inoperative until an opinion as to validity of the act is received from the Privy Council in London, which is not expected to reach Canada for two years.

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THE PARK CENTRAL

FIFTY-FIFTH STREET AT 7th AVENUE
NEW YORK CITY

1st Nat'l. Acquires "Companionate Marriage" Sax-Lindsey Production

"Companionate Marriage", one of the most sensational stories ever filmed, has been acquired by First National Pictures, Inc. It will be released in October.

The picture is a dramatization of Judge Ben Lindsey's famous book, probably the most talked of book in America. The exploitation possibilities due to the tremendous advertising the title has gained are practically unlimited.

The film was produced by Sam Sax of Gotham Productions and includes in the cast Betty Bronson, Alec Francis, Richard Walling, Hedda Hopper, Arthur Rankin and Edward Martindel.

Busy Baclanova

Baclanova, Paramount featured player, will play one of the important roles in support of George Bancroft, star of "The Wolf of Wall Street". The Russian player is now working in "Avalanche", one of the Zane Grey special productions.

Denny's Director Bug

Reginald Denny, the Universal star, has a bug to become a director. He is telling everyone in Hollywood that after this coming year he is going to quit acting to take up the megaphone.

Lawrence at Fox

Florence Lawrence, idol of screen fans of a past generation when she starred with Biograph and other companies is still in pictures.

Her most recent screen work was in the Fox Film "Me, Gangster" directed by Raoul Walsh and featuring Don Terry and June Collyer.

Chevalier In Oct.

A motion picture with an international appeal, enhanced by vocal and musical synchronization, will serve as the vehicle to introduce to the world's screens Maurice Chevalier, who is considered the most magnetic personality on the European stage. He arrives in the Hollywood film colony early in October.

FIDELBAUM GETS M-G-M FOREIGN PROMOTION

Arthur Fidelbaum, after a stay of six months in Brazil and two years in the Argentine, from which district he managed South America (exclusive of Brazil) for M-G-M, has been transferred to the home office of Metro-Goldwyn-Mayer's International Department as special representative.

Carl Sonin, manager of Metro-Goldwyn-Mayer's Cincinnati exchange for one year and now manager of its New York office, will leave for Buenos Aires in Mr. Fidelbaum's place on September 15.

Will Green Back

Will Green of the Will Green Productions, New York, is back from a short vacation up-state.

STUDIO GOSSIP

Harry Meyers, the screen comedian has been assigned an important part in the M-G-M production "Adrienne Lacouivreur", which is being directed by Fred Niblo.

Walter Lang has been signed by Tiffany-Stahl to direct "The Spirit of Youth".

M-G-M have signed Leo Carrillo for the featured lead in "Lombardi Ltd." Carrillo will have the same part he portrayed in the stage version of this story. This is the second time "Lombardi" has been done in pictures. The old Metro company did it years ago.

Pathe will do a Marine story under the title of "Leathernecks" with Alan Hale and William Boyd playing the leads. Howard Higgins will direct.

Forrest Halsey has been engaged to write the screen story for "Saturday's Children" which will be the next Corrine Griffith production for First National. Halsey did the scenario on "The Divine Lady" for the same star.

The next "Collegians" for Universal will be "The Bookworm Hero". Nat Ross will direct.

The first Vitaphone Roadshow to have Monte Blue as its star was completed this week when Director Roy Del Ruth finished the last scenes of "Conquest", a story of adventure in the Antarctic by Mary Imray Taylor. Blue in the leading role of the aviator-explorer will be heard speaking lines when the picture is ready for exhibition in its Vitaphone version. H. B. Warner, Lois Wilson, Edmund Breese and Tully Marshall play the principal supporting parts.

Roland Drew has been signed for one of the leading parts in the next Dolores Del Rio picture "Evangeline".

David Torrence has been signed by Fox for the Murnau picture "Our Daily Bread".

James Cruze has cast Mae Busch for the role of Hazel, the hard boiled friend in the M-G-M production "A Man's Man". William Haines to star.

Vera Gordon will attempt a different sort of Jewish mother role when she returns to the coast from New York next week to take over the part of Mrs. Feitelbaum in Metro-Goldwyn-Mayer's film version of Milt Gross' "Nize Baby". Harold Waldrige and Alexander Carr are the only other members of the cast of this picture so far selected.

Eva Novak has been added to the cast of the Paramount Richard Dix picture "Red Skin". She will play the only white woman character in the story.

Lila Lee will play opposite Johnnie Harron in the Tiffany-Stahl production "The Man in Hobbles". George Archainbaud will direct.

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DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 57

New York, Saturday, September 8, 1928

FIVE CENTS

OBSERVATIONS

Warner—Stanley

It begins to look as if the "oft-denied" deal that will bring Warners, Stanley and First National together, is almost a reality. On every side we hear it and the more it is denied the more we believe it. If this deal goes over, it would look as if the story printed by this publication some time ago to the effect that Adolph Zukor had bought a controlling interest in Warner-Vitaphone, was a lot of bunk.

Might Be

That might be. But we doubt it. And will continue to believe that our original story is true. You know, with the onrush being made by the Fox interests both in production and theatre operations, a lot of things could and would happen in this industry to either head this move off or at least run with it, neck and neck.

The cards have been shuffled and the play is on. There is a lot of money in the pot for the winner. And with so much at stake, anything can happen. A lot of surprises are in store.

Salesmen

It looks as if this will be a bad year for the motion picture salesman. It is a cinch a lot of them are going to pass out of the picture for the reason that theatre chains are growing larger and even now, a sales manager in New York can book his pictures from coast to coast without moving away from his desk. And without the aid of ANY sales force. This condition added to the fact of several big mergers of distributing organizations, greatly diminishing sales positions, a lot of boys will have to seek other lines of endeavor.

Right now, most of the sales force in any organization is restricted to small towns and neighborhood strings in the cities.

WILKERSON

WARNERS OUT FOR THEATRES-- BIDDING FOR 2 LARGE CHAINS

Horse Laughs!

Hollywood is having a laugh. A few evenings ago, Texas Guinan was introduced in a local night club with the added appellation of "having the outstanding personality of the past century".

FBO Officials Off to Chicago for Confab

A regional sales meeting will be held by FBO at the Drake Hotel, Chicago, on Sunday, September 9th, for the discussion of sales and distribution problems.

J. I. Schnitzer, senior vice-president in charge of distribution, E. B. Derr, treasurer, and Lee Marcus, general sales manager, have already entrained for Chicago.

Others who will attend the meeting include, Charles Rosenzweig, New York State Sales Manager, William Dahler, Chief Statistician and other Sales managers.

Porter Evans Heads B'klyn-Vita Plant

Porter H. Evans, who for the past eight years has been connected with the Bell Telephone Laboratories as Radio Engineer, has joined the Vitaphone Corporation as engineer in charge of the new Vitaphone studio, in Brooklyn, according to an announcement made public by George E. Quigley, Vice-President of the Vitaphone Corporation.

It is anticipated that the new Brooklyn Vitaphone studio will be in operation about the middle of October.

M-G-M Signs Big Array of Movietone Talent--30 B'way Stars on Roster

Metro-Goldwyn-Mayer yesterday added more than a dozen big names of the vaudeville, musical, comedy and operatic stage to their roster of movietone featurette stars.

Frances Williams of George White's "Scandals", will do at least one vocalized film subject for M-G-M, as will Robert Chisholm, star in the Arthur Hammerstein operetta, "Golden Dawn," which recently closed a long-run engagement in New York.

Other artists signed by this company for sound shorts include John Charles Thomas, tenor; Allan Prior, the Australian tenor; Ella Shields, English singing comedienne; George

Fox and Publix Acquisitions Endangering Future Vitaphone Outlets

With the closing of a Warner-Stanley merger, expected before many more hours, the combined companies will practically serve notice to the industry that they are stepping out for theatre holdings in a big way and with a scope which will cause even greater surprise than the closing of this deal.

FOX HITS 109½ IN 30 PT. STOCK GAIN

Fox Film "A" yesterday added 6½ points to its total of 24 points gained during the past month and a half and has created a new high mark of 109½.

Other leaders among film stocks were Warner Brothers "A" with a 5¼ point gain to 122 and the "B" with a 3¾ point gain to 117½. Paramount was up 1½ to 145½.

GOURLAND SAILING

First A. E. P. Release Here Is "Escape From Hell"

Michael J. Gourland, President of the Affiliated European Producers with headquarters in New York, will sail shortly for Europe to make a plea for free trade of motion pictures among all nations.

His company has succeeded in closing a deal for some of the European product, over the Loew Circuit.

The first A.E.P. release in this country will be "The Escape From Hell", a Derussa film.

Although Harry M. Warner, a few days ago, told the Daily Review, that Warner Brothers were "not interested in theatres, for the reason that every theatre in the country is clamoring for Vitaphone product, so why should we have to buy houses?" Recent developments in the theatre field and on the stock market have caused a right-about-face on this proposition.

Much talk on the part of contemporary companies, anent the mysterious and spectacular rise in the value of the Warner stocks has been to the effect that this stock is over-inflated, that despite the tremendous (Continued on page 2)

TIFFANY-STAHl BUY FERNANDO STUDIO SITE

HOLLYWOOD — Tiffany-Stahl is laying the foundation for an eventual removal of their studios and producing forces to the San Fernando valley, where they have purchased a tract of several hundred acres, near Ventura boulevard.

It is planned to construct several (Continued on page 2)

SETTLE CHI STRIKE THEATRES REOPEN

The threatened tie-up of all of Chicago's motion picture theatres did not have a chance to transpire yesterday, as the strike was settled, with both sides, the musicians and the theatres winning major concessions.

J. Petrillo, representative of the Musicians Union had threatened to call out the operators of all the movie houses, if the demands for definite representation in each theatre were not met.

Shauer Home

Emil E. Shauer, general manager of the Paramount Foreign Department, and Frank Meyer, General Purchasing agent, returned from a tour of European capitals on the S. S. Aquitania yesterday.

DAILY REVIEW

Reg. U. S. Pat. Off.
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New York—Si Seadler says he may not play in the golf tournament as he cannot always make his golf shots work out exactly as planned . . . Joe Seider is busy arranging all his business affairs so he will have nothing on his mind but pleasure and his hair when he sails Sept. 29 for a three months' tour of Europe . . . Peter J. Brady, although a bank president, still speaks to motion picture people, is away on a vacation which will last until the end of the month . . . Fred McConnell sales manager of Universal's short features, is back from an extended trip through the South . . . E. V. Richards, vice president and general manager of the Saenger theatres corporation, will be in New York next week for a stay of couple of weeks . . . George Bradley, the ubiquitous and versatile, has joined up with Alex Moss at Columbia and will handle the general run of publicity . . . George Harvey, the handsomest president the A.M.P.A. ever had will be elected to that office next week . . . E. B. Derr was host to a luncheon party of eight yesterday at Jack Kennedy's and each guest ran his finger down the price column before ordering . . . Al Rockett has signed a two year contract as production head of First National and will spend a couple of weeks in New York before returning to the job . . . Gene Clifford, with many years of experience as a newspaper and publicity man, is now handling the publicity of DeForrest Films . . . Eddie Smith, sales manager of Tiffany-Stahl, is playing in great good luck with reverse English; he bought a new LaSalle car and then someone promptly coveted it and swiped it . . . Howard Deitz announced yesterday that Metro-Goldwyn has already signed up thirty acts for sound pictures . . . Chester Beecroft has resigned from Cosmopolitan studio (now Metro) and is living the life of Reilly at City Island . . .

Screen Credit

Paramount and Jean Hersholt are having a nice fat argument regarding whether Hersholt is important enough to get top billing in the forthcoming production of the Joseph Conrad story "Victory". Evelyn Brent and Clive Brook are in the cast and Paramount thinks . . . ? and Hersholt thinks . . . ? So why not?

Warners Out for Theatres Bidding for 2 Large Chains

(Continued from page 1)

income from Warner-Vitaphone attractions at present and expected this coming year, the company has no great physical property valuations or company assets to justify a rise of over 70 points in less than a year, and that only such physical assets would ordinarily indicate the solid position of a company which has received so much financial interest on the 'street'.

Further then, while Harry Warner's statement might have been true up to now, the fact that William Fox and Publix are out marketing every day for houses to add to their string, and the Fox outfit especially has set its goal for 3,000 paying theatres for Fox product, Warners, in order to compete with these organizations will have to have a string of theatres equally as big, in order to insure outlets for their product. There may be a time, when sound and dialogue product of other companies will usurp the advantages gained by Vitaphone and out-draw it at the box-offices of the country. The Warner-Stanley combination will have to buy and buy plenty.

Because of the Stanley-First National Voting Trust Pool and operation of First National by Stanley contract, Warner Brothers may be angling for access to the franchise-theatre outlets of First National and a considerable chain of first-run houses will be added to Stanley's 255.

With Warners buying to head off the onward rush of Fox and Publix, this bull movement is considerably accentuated. The mad dash for theatres is on and those exhibitors that have a good theatre in a good spot are sitting pretty high.

Adding a solid background of several hundred theatres, the Warner stock may very well be on such a foundation, that the talked about corner of Goldman Sachs & Company, which intends to run the stock up to 250, will succeed, without fear of a substantial drop in price possibly caused by a lessening of picture-profits at the box-office.

Tiffany-Stahl Buy

Fernando Studio Site

(Continued from page 1)

sound recording stages at the new location, where other studios are gradually drifting, and within the next few years to sell their Sunset Boulevard property, because of mounting values in this section.

Ten Tiffany Tone productions, already announced, will be made this coming year as well as short color films with sound and third dimension.

Al Rockett Due East

Al Rockett, general manager in charge of First National Production is on his way East for a conference with home office officials relative to coast production activities.

Dresser on Fox Contract

As a result of her marvelous work in the production of "Mother Knows Best", Louise Dresser has been signed on a long term contract by Fox.

Joseph Kennedy and Schenck Contested Gilbert Contract

HOLLYWOOD — An interesting story is making the rounds concerning the check-mating of J. P. Kennedy by Nicholas M. Schenck, president of M-G-M.

It concerns the services of John Gilbert whose contract expires around the first of the year. Along with other offers received from several big companies, Gilbert is said to have been approached by Kennedy, to place him under personal contract.

Nick Schenck, it is understood brought some heavy pressure to bear from the theatre end of the industry, which caused Kennedy to lay off poaching on other preserves.

Gilbert recently said he would prefer remaining with M-G-M if proper terms should be reached. It not, the star may be elevated to the ranks of United Artists stars, with United Artists perhaps doing the financing.

Barthlemess To Talk.

Announcement has been made on the coast that Richard Barthlemess will make a talkie for First National immediately upon the completion of his present picture. The story "Weary River" will serve as the vehicle. It was written by Courtney Riley Cooper.

Ford On Fox Special

Jack Ford, the Fox director, has been designated by Winfield Sheehan as the director to make the big Fox special "Capt. Lash" in which Victor McLaglen will star. The story is by Charles Francis Coe and will go into production on the completion of "Napoleon's Barber" now being made by Ford.

Considine to New York

John W. Considine, Jr., studio head of United Artists is returning again to New York within the next few days to work out production plans for the Harry Richman pictures "Say It With Music" to be made at the Cosmopolitan Studio.

Carrier Not In Charge of K. C. "U" Theatre

L. M. Garman, Managing Director of the Uptown Theatre, Kansas City, will remain at that post, according to the latest advices issued by the Universal Chain Theatrical Enterprises, Inc.

Through an error, it was reported that Mr. James Carrier, at present manager of the Capitol Theatre, Atlanta, Georgia, was to be transferred to that post. Martin Finkelstein will remain as supervisor of the six Universal suburban theatres in Kansas City.

Settle Detroit Contract

The contract differences between the Detroit Motion Picture Operators Union and the theatre owners has been satisfactorily settled for the next year, concessions having been granted on both sides.

A 30% increase in the wage scale over the present contract which expires on August 31st had originally been asked, which brought threats of a lockout or a shutdown by the exhibitors.

STUDIO GOSSIP

Alice White, is getting another great costume break in her coming First National picture "Ritzy Rosie". In "Show Girl" she had 22 changes of costumes.

Esther Ralston has been assigned the starring lead in the forthcoming Paramount picture "High Society". Production will start on the completion of "The Case of Lena Smith", the present Ralston production and it will be directed by Victor Schertzinger.

George Fawcett has to be booked away ahead these days. At present he is working at United Artists in "The Love Song". Immediately following this he will go to Warners to appear in "Fancy Baggage" to be directed by John Adolph.

Alberta Vaughan, has been signed for an important role in "Queen of Burlesque" to be made by Tiffany-Stahl with Belle Bennetts the star.

Robert Armstrong has been given the leading male role in the Pathe production "The Shady Lady". The Lady in question will be played by Phylis Haver.

Mary Duncan, departed a few days ago, with the company going on location at Pendleton, Ore., to begin work on "Our Daily Bread", the Murnau Fox special. This is Mary's first location trip.

Lowell Sherman, the stage and screen player, is going to act and produce a play in Hollywood from the pen of James Gleason.

Lola Todd has been cast for the lead opposite Rex Bell in "The Saint of Calamity Gulch". Bret Harte wrote it.

"Avalanche" has been definitely set as the title for the John Barrymore Ernst Lubitsch-United Artists picture now in production.

Sam Hardy and Bert Roach have been added to the cast of the William Haines-M-G-M picture, "A Man's Man".

Julian Johnson is writing the dialogue titles for the Paramount talkie "Interference".

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PICTURE REVIEWS

"HER CARDBOARD LOVER"

Metro-Goldwyn-Mayer

Directed by Robert Z. Leonard
Featuring Marion Davies,
Jetta Goudal, Nils Asther

Photography John Arnold
Story just a string of amusing capers for Marion Davies who is entertaining enough for her fans who are legion—Direction is adequate and photography and settings very good—as a plot or drama it is nil and picture will only make real money where Davies is popular.

American flapper in tourist party stopping at the Riviera is an auto-graph hunter, and falls in love with handsome tennis champion who is a willing prey for another local vamp—Marion agrees to help him resist the fair charmer and as can readily be guessed, he finally falls a victim of Miss Davies' wiles.

Asther as the fly in the spider's web is fascinating in appearance and will win adherents among the fans, but Marion Davies is the *deux ex machina* of this picture, carrying her part with dare-deviltry and complete assurance.

"MANHATTAN KNIGHTS"

Excellent—State Right

Directed by Burton King
Featuring Barbara Bedford,
Walter Miller.

Good society drama for houses playing independent product; while cast is not exceptional, it is adequate. Interest throughout is well sustained. Will fill nicely on double program.

Senator's son is accused of murder, although crime is committed by gambling ring, of which the son is a blackmail victim. The wealthy sport's girl overhears the gamblers' plot to fasten the crime on her lover—the girl also recovers a forged check on the boy's father, which the murdered man had in his possession. The boy and girl are trapped by the villains, and a fire accidentally starts from which they are rescued by the fire department, summoned by a note for help, which an organ-grinder's monkey catches. The villains are captured and the lovers united.

The fight between the hero and the villain is well done.

"THE AIR CIRCUS"

Fox

Directed by Howard Hawks,
Lew Seiler
Featuring Arthur Lake,
David Rollins, Sue Carol

Camera B. Clarke
Not an auspicious vehicle for the first of the Movietone dialogue features—story weak and incredible—cast not box-office draw—direction ordinary, photography and titling fair. Not enough meat in this picture for more than a two-reeler. Movietone dialogue sequence is well done and picture could have stood more of it.

Two youths, one, the brother of a famous aviation 'ace' who died in the war, plan to go to flying school. "Speed" has no mother to object, but the other kid's mother, remembering the loss of her oldest son, refuses to give permission but finally relents—At school this youngster fails to become a flyer through fear, which he believes is cowardice, and he promises his mother he will never fly. He remains at the school, however, as a mechanic, but through bravery becomes a real flyer.

"CELEBRITY"

Pathe—Ralph Block Prod.

Directed by Tay Garnett
Featuring Robert Armstrong,
Clyde Cook, Lina Basquette.

Photography Peverall Marley
Production too weak to draw in any but tank towns. Story is intended as satire on Gene Tunney. Only two worth-while sequences in the film—the fight for the championship and the reconciliation between the fighter, his manager and the girl.

Fight manager grooming his pug for the championship, decides on a publicity campaign which will surround the fighter with a respectable background and literary ambitions—he falls in love with his hired fiancée, but she is steered off by the manager—his literary efforts are also poked fun at by the papers, all of which tends to get his goat, but do not prevent him from winning the championship and the girl.

The hit of this picture is Clyde Cook in a straight role. Basquette would look more attractive with less weight and Armstrong's personality in this role is less than colorless.

"THE WATER HOLE"

Paramount

Directed by F. Richard Jones
Photographed by Zane Grey
Story by Jack Holt,
Cast Nancy Carroll, John Boles, Ann Christy

Label this one "plot No. 44, western type". Fair entertainment if you like the movies in the wide open spaces. Concerns a bet made by a "deb" that she can get the man to propose to her. Instead he kidnaps her, gives her a little stern treatment, is rescued by the boy friend, the three of them get stranded in the desert, BUT everything turns out O. K.

F. Richard Jones did a neat piece of work with the yarn, meaning the direction was good. The photography was excellent. Mr. Holt and Miss Carroll did their best in the parts allotted to them.

"SISTERS OF EVE"

Rayart—Irem Carr Prod.

Directed by Scott Pembroke
Featuring Creighton Hale,
Anita Stewart, Betty Blythe

An unusual story told in an interesting manner, although badly cut—could stand losing half a reel and smoothing out of sequences—the fine cast helps out immeasurably and if you have open play-dates that need filling at a good buy, book this one.

Two sisters, part of a vaudeville team, are a study in contrasts, one good, the other evil—the evil one marries a rich man, who disappears on his wedding trip—he is later discovered in captivity and being tortured until driven insane—the wife is milking him of all his wealth. The good girl meanwhile leaves her family and is found destitute by a queer humanitarian, who falls in love with her; her evil sister tries to win this man away from her but fails.

A few more like this and the big fellows will be watching Rayart closely for some big things following the example of other first-class independent picture producers, whose year this seems to be.

"STATE STREET SADIE"

Warner-Vitaphone

Directed by Archie Mayo
Featuring Conrad Nagel,
Myrna Loy, William Russell.

Another underworld play, which, even with several Vitaphone sequences, cannot compare with predecessors of the silent variety. The film however, as with all other talkies today will draw people to the box-office without doubt and you can count on 70% of your audience being pleased with it.

The wealthy brother of a boy of the underworld arrives to take the lad (Both parts Conrad Nagel) out of that deadly life, but finds he has committed suicide—Nagel swears vengeance on the Chief and worms his way into the gang through mistaken identity. He falls in love with a girl whose father, a policeman, was killed by the gang—together they work for the destruction of the gang, succeed, and then marry.

Myrna Loy and Russell do not score in their parts and neither is Nagel so hot, mis-casting probably being the reason. Audience comment favored George Stone as stealing the picture.

"KIT CARSON"

Paramount—Thompson

Directed by Alfred Werkes,
Lloyd Ingraham

Featuring Fred Thompson
Photography Mack Stengler

Western fans will like this Thompson production, which is his best from a production standpoint—Scenic values are tremendous and Silver King, the horse, gives his usual intelligent performance. Chalk one up for the photographer.

Kit Carson helps to depict the historical struggle of the white men to blaze new trails into the wilderness. There is a love story between Carson and an Indian maid as well as a Spanish girl, whom he leaves when duty calls.

Carson rescues the daughter of the chief of the hostile tribes who for love follows him through the wilderness.

The Indian stuff is technically perfect and the canyon scenes are. The climax and death scene is a trifle over-drawn. It will be a long while before Thompson makes another "Kit Carson".

Sound Featurettes

"A REGULAR BUSINESS MAN"

Vitaphone—2-Reel Sketch

Featuring Robert Ober,
John Sainpolis, Margery Meadows

Book this talking featurette to fill out your sound picture program. Small town theatres especially, will welcome this talking skit which is better than a vaudeville sketch. Excellent direction and deft handling of the situations, holds the interest of the audience all the way through.

Except for the false foundation upon which the story is built, that in which a lawyer is pictured earnestly imploring and soliciting business, which is generally considered un-

ethical, the tale is a novel one. This lawyer, a ne'er-do-well, without ambition, is given one hour in which to make good, by his sweetheart who is disgusted with him, and he does.

"THE HOSTESS"

Vitaphone-Featurette

Featuring Sally Fields
Musical comedy favorite in a cycle of songs and patter in which Hebrew dialect is freely used. The entire performance while presented in good fashion is not the best of material.

The girl is appearing as a performer in a night club and gives comedy monologs and songs. With better material, Miss Fields might create a bigger hit.

"CLIFF NAZARRO"

Vitaphone—Nazarro & Girls

Cliff Nazarro, youthful vaudeville favorite is seated at the piano and sings comedy number; then launches into dance number for which he is noted, and completes the routine with a song, nicely put over.

Two Marjorie Girls come on and deliver several negro spiritual songs, one of the girls strumming a banjo. The girls get over successfully to the accompaniment of the Vitaphone orchestra.

Bryan Foy has tried hard with

this skit, but the material is not as fresh as might be, this being the tendency with the first of the vaudeville stars being recorded by Vitaphone.

"ADELE ROWLAND"

Vitaphone-Warner Brothers

Songstress of renown sings four numbers two of them newer than the others. Setting is an ordinary drawing-room with piano and accompanist but sufficient for the personality of Miss Rowland.

Each of the numbers is good for rounds of applause and the last of her numbers, a southern jazz melody will climax the act very nicely.

Needed Every Day!

An exact reproduction of a column of a page from the Theatre
Section of the Current Edition

STATE } NEW YORK
CITY } NEW YORK

642

SEATING CAPACITY

Crescent Theatre [1,200] @ 15c & 25c
1175 Boston Rd.
Operated By—Joelson & Suchman of New
York City which see under Chain The-
atres.
Mgr.—Irvin Cohn.
Booker—Meyer Solomon.
Film Buyer—J. Joelson.
Purchasing Agent—Herman Starr.
Phone—Kilpatrick 7516.

INDICATES STRICTLY
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Criterion Theatre [2,200] @ \$1. & \$2.
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Operated By—Individual Pictures Corp.,
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Vaudeville.
Operated By—Fox Theatres Corp. of New
York City which see under Chain The-
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Mgr.—Mr. Heiman.
Booker—Joe. Leo.
Purchasing Agent—I. Krotosky (850 10th
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Projectionist—J. Caputo.
Phone—Tremont 5400.

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PROGRAM IS CHANGED

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York City which see under Chain The-
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Film Buyer, Booker & Purchasing Agent
—Jack Stillman (Congress Theatre, 554
Southern Blvd., N. Y.)
Purchasing Agent—Samuel Toregora (Coh-
gress Theatre, 554 Southern Blvd. at 149th
St., N. Y.)
House Mgr.—Jos. W. Kligler.
Phone—Fordham 7163.

RUN VAUDEVILLE
IN ADDITION TO PICTURES

Delancy (Loew's) Theatre [2,500] @ 20c
& 40c V & P
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Operated By—Loew's, Inc. of New York
City which see under Chain Theatres.
House Mgr.—A. Gutterman.
Film Buyer—David Loew (1540 Broadway,
N. Y.)
Film Booker—Fred Mitchell (1540 Broad-
way, N. Y.)
Purchasing Agent—Chas. Sonin (1540
Broadway, N. Y.)
Vaudeville Booker—Jack Lubin (146 W.
46th St., N. Y.)
Phone—Orchard 4971.

RUN PRESENTATIONS OR
DE LUXE PROGRAM
IN ADDITION TO PICTURES

Douglas Theatre
640 Lenox Ave.
Phone—Edgecomb 8012.

Dyckman Theatre [1,700] @
552 W. 207th St.
Operated By—The Springer Circuit of New
York City which see under Chain The-
atres.
House Mgr.—Mr. Luntz.
Film Buyer & Booker—J. W. Springer
(Symphony Theatre, 2531 Broadway,
N. Y.)
Purchasing Agent—Al Hamburger (Adel-
phia Theatre, 2409 Broadway, N. Y.)
Phone—Lorraine 4422.

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AFTERNOON & EVENING

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ville Booker—J. H. Phillips.
Film Buyer & Booker—J. H. Phillips.
Phone—Atwater 6171.

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DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 58

New York, Monday, September 10, 1928

FIVE CENTS

OBSERVATIONS

Are We Wrong?

We have been taken to task by quite a few of those, who seem to have the time and the patience to read this column, on the score that our attitude towards talking pictures is "all wrong" and before devoting more space on this subject "you should get more information". We welcome the suggestion, but where is the information coming from? We have seen all the "talkies" shown to date and a couple that have not been displayed, as a result of this visual information we are of the same opinion expressed by Joe Schenck. But if some one is holding information from us and feel interested sufficiently to let us in on it, we would grab at the opportunity of changing this opinion, which is entirely personal.

For It

We are for sound in so far as synchronizations and effects are concerned. Not in their present forms of course, for they are terrible. But when they get the music and effects perfectly timed and appropriately selected, we feel it will be of general benefit to pictures.

Pickford

From what we can gather, regarding the decision of Mary Pickford to do a "talkie" for her next, we feel certain, good or bad, this will be a tremendous box office attraction for the reason that Miss Pickford's fans, both past and present, would walk a mile to hear her voice on the screen. This vast audience will be extremely anxious for the showing of "Coquette".

Gotham

It seems like Gotham, with two sound stages all set in the East and another under construction on the coast, has sneaked up on the sound leaders. It means that this organization can step out immediately with sound pictures and will not have to wait their turn at the different recording laboratories, as this is the case with most of the other producers, permitting Sax's company to be out with sound pictures, in any variety, thereby taking advantage of the present tremendous box office craze.

WILKERSON

PHONOFILMS ON MARKET SOON WITH NEW DE FOREST PATENTS

Warners Outbidding Fox for 80 N. Y. Independent Theatres

Warner Brothers are not letting any grass grow under their feet, now that they have determined to acquire their share of theatre outlets. In addition to their negotiations for the Stanley and K-A-O chain, propositions were made last week to the owners of New York's independent theatres, some of whose theatres Fox has previously obtained options on. Warners are raising the ante and may outbid Fox for the group of 80 houses in New York.

Even if the Stanley-K-A-O deal, the closing of which may be a long ways off, the independent group of houses will fit very nicely into the plans of the Warners, as they will easily outnumber any chain that Fox, Publix or Loew can muster in the

Metropolitan district.

It may also transpire that offers will be made by Warners for the Reade chain of houses, if Fox delays too long in meeting the cash requirements Reade is asking. Adding about 20 houses in New Jersey to the Stanley chain in New Jersey will materially strengthen the Fox and Loew invasion of that territory, which is now under way.

There is little doubt that Warner Brothers can arrange the necessary financing for the acquisition of theatres, there being plenty of Wall Street money behind Warner bankers, and enough reason behind the move, for strengthening the picture position of the company.

STANLEY-UTICA IN BIG GALA OPENING

The new Stanley-Moe Mark Theatre in Utica will have a grand opening tonight, a civic and theatrical program of extra proportions having been arranged by Moe Silver and Irving D. Rossheim.

The straight film policy will also use Vitaphone and Movietone featurettes. B. Depkin, Jr., of Baltimore will be the manager of the house while Nicholas Gualillo will conduct the orchestra.

U. S. NAVY OFFICIALS GUESTS OF COLUMBIA

A group of high ranking officers of the U. S. S. Texas, now at the Brooklyn Navy Yard, attended Friday night's performance of Columbia's Special, "Submarine" at the Embassy with Jack Holt, Dorothy Revier and Ralph Graves.

The party, guests of Columbia Pic-

(Continued on page 2)

M. P. Club Open Today

Al Lichtman, President of the Motion Picture Club announces that the brand-new club is open beginning today for luncheon.

Formal opening of the Club is not until Wednesday.

LASKY DENIES REPORT ON BARTHEMESS FILM

Jessy Lasky, in a letter to The Daily Review denied the report published in this paper some time ago that there was a probability of Richard Barthlemess being engaged by the Paramount organization for the leading role in their contemplated production of "An American Tragedy".

Big Rush of New Talking-Film Cos.

There have been a dozen new organizations started within the past few weeks, to engage in the promotion of talking picture apparatus and synchronization.

The three latest to be formed on Saturday were the Uniphone Corporation of America, with 2,000 shares of common stock, the American Sound Film Productions and the General Talking Pictures Corporation.

Brown Heads West on Pathe Mission

Colvin W. Brown, Executive Vice President of Pathe, left on Saturday for the West Coast where he will confer with production officials at the Pathe Studios in Culver City regarding plans for next season's pictures.

Completes Improvements for New Form of Entertainment

The picture industry may shortly see another competitor of sizeable proportions in the talking-picture field, through the coming organization of a company which will handle the perfected methods of Lee De Forest's Phonofilms, which was the immediate forerunner of Movietone.

Dr. De Forest on Saturday announced the completion of experiments in connection with the refinement of "talkie" recording apparatus to the point where it is now possible to register everything from a whisper to the shrill twinkle of sleigh bells.

The announcement was coupled with a statement by Dr. DeForest that the completion of the experiments marked his readiness to offer

(Continued on page 2)

DAVID WARFIELD IS SNARED BY FILMS

A. C. Berman, Managing Director in Central Europe for Warner Bros. returns to the U. S. today on the Leviathan.

Other prominent people in the industry returning are Nathan Burkan, George Arliss who will do a Vitaphone special and David Warfield, who is going into motion picture work.

(Continued on page 4)

FRENCH EXHIBITORS TO RAISE ADMISSIONS

PARIS—There is a movement on foot to raise admission prices in French Theatres. M. Raymond Lusiez, in "Cinematographic Francaise," points out that during the last twelve months, gross takings at film houses have not increased over those of previous years and in many cases there has been a big drop.

At the same time, expenses have risen and exhibitors are to meet shortly to determine on an agreement to raise prices.

"World Wide" Backers

Dillon Read & Company, one of the most noted of Wall Street banking operators are reported to be back of the financing of J. D. Williams, John Maxwell, E. H. Hammons "World Wide Pictures".

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

VITAPHONE SIGNS VAUDEVILLE STARS

Jane Green, popular "blue" singer of musical comedies and the variety stage, and Redmond and Wells, well known variety headliners, are among the latest artists to be signed for Vitaphone appearances.

A leading exponent of "blue" songs, Miss Green has been a featured player in many musical shows among which were "The Greenwich Village Follies", "The Dancing Girl", "What's in a Name", "Midnight Rounders", "The Grab Bag", the Ed Wynn comedy, and "Cinderella on Broadway". She has also attained some celebrity as a featured entertainer at the Palais Royale in New York and at the Club Lido in the same city. She played to an extended engagement at the Piccadilly Hotel Salon in London.

Redmond and Wells have been variety headliners for a number of years and their satirical act, "The Gyp", has been performed on the variety stages in all parts of the country.

U. S. Navy Officials Guests of Columbia

(Continued from page 1)
tures Corporation, included Commander A. P. Beauregard, Lt. Commander H. O. D. Hunter, L. O. Alford and E. R. McClang, Capt. J. R. De Frees and Lts. J. L. Kelty and R. Erdman.

CARACAS TO HAVE NEW FILM THEATRE

Plans are being drawn for a new moving picture theatre to be located in Caracas, Venezuela facing the Plaza Bolivar.

The theatre will have a seating capacity of approximately 1,500 and will be equipped with the most modern luminating and ventilating systems. According to present plans this will be the finest theatre opened to moving pictures in this section of South America.

Phonofilms on Market with De Forest Patents

(Continued from page 1)

Phonofilm to theatres, with an assurance "that it will be acceptable as a new form of entertainment rather than a novelty."

"We continued making subjects but it was not until a year ago that I got the idea which has now succeeded in overcoming the failure to register certain overtones," states Dr. De Forest.

"At that time I decided to discontinue production until this shortcoming in the method of recording had been overcome. Final proof was only attained last week that the refinement was workable when we registered in a natural manner both a whisper and the tinkle of a sleigh bell on the same strip of film.

"No longer need a telephone bell in a sound picture give the re-action of a buzzer sounding, and there is no longer any need of talk about screen voices. All voices can now be recorded and projected in a natural manner."

1st Division Lawyers Move Headquarters

Cottin & Joseph, attorneys, has moved from 1440 Broadway to larger quarters in the Powers Building at 723 Seventh Avenue.

They are the legal representatives for First Division Distributors.

Lee Sails Abroad

Arthur A. Lee, president of Amer-Anglo Corporation, sails today for England on the Ile de France to confer with the executives of Gaumont Company, Ltd., Welsh-Pearson-Elder Films, Ltd., Gainsborough Pictures, Ltd., British Instructional Films, Ltd., and British Screen Productions, Ltd., for whom he is the American representative.

GUESS —OR KNOW

"what's Kennedy going to do with First National?"

"will Schenck get his Russian contract?"

if you read THE DAILY REVIEW you won't have to guess, you will KNOW.

Hollywood Previews

"THE GODLESS GIRL"

Pathe
Directed by C. B. DeMille
Screen story by Jeannie MacPherson
Cast Lina Basquette,
Noah Beery, George Duryea,
Marie Prevost, Eddie Quillan.

As a program attraction this might stand up but as a big special it will not hold. It is probably the poorest picture C. B. DeMille ever personally directed. It misses out all around.

The picture savors of propaganda, which at times is overdone. It has stirring moments in places but it does not have the finish, the real production values, and story construction you would expect to see in a picture from C. B. The first half of the picture is much better than the last half, but as a whole it is a great disappointment.

"DANGER STREET"

FBO
Directed by Ralph Ince
Featuring Warner Baxter,
Martha Sleeper

Photography Bob Martin
Another underworld story, more true to life than several predecessors. Is somewhat draggy at times and can stand tightening up—with changes should go over big.

The hero, who is thrown over by his fiancée on his wedding day grows desperate and tries to end it all by flirting with all sorts of danger—he locates himself in a tough neighborhood and buys store where gangs congregate—he falls in love with the girl at the cigar-stand and together they fight their way to better things and to marriage.

Supporting cast work well and the titling of Randolph Bartlett helps things a lot.

"WIN THAT GIRL"

Fox
Directed by David Butler
Story by John Stone
Cast David Rollins,
Roscoe Karns, Sue Carroll

This is a football story that is different. It carries through three generations, and shows, graphically the gradual evolution of the game. During the first sequences it is replete with many laughs.

It concerns the rivalry between two football heroes on different teams. The kick of the yarn, and a most amusing one is the desire on the part of the grandfather of one of the heroes, to develop a grandson who can beat his old rival school team.

A good program attraction. Good acting, direction and photography.

"ALIAS JIMMY VALENTINE"

M-G-M
Directed by Jack Conway
Screen story by Sarah Mason
Cast William Haines,
Lionel Barrymore, Leila Hyams

Put this one down on the list. It will click in any theatre in any locality. It is one of the sure fire hits for the coming season. And if you have a talking installation, they will have a "talkie" version for you.

There are plenty of laughs from start to finish, interest is well sustained at all times and Haines does his best work. The direction of Jack Conway should be greatly complimented in this one. The cast is exceptional, Barrymore great and Leila Hyams good and easy to look at.

"BURNING THE WIND"

Universal
Directed by Henry MacRea
and Herbert Blache

Featuring Hoot Gibson
Clicks well but not up to some of Gibson's best—Nevertheless you can bank on this picture to please second runs in the big towns and first runs in the small towns—Gibson and excellent cast shine in typical good western.

A gentleman cowboy living in a Spanish-Western luxurious atmosphere is engaged by a wealthy rancher, with a beautiful daughter, to protect his cattle from the outlaws—He is induced to take the job through a friendly conspiracy—The girl is kidnapped by the bandit leader, rescued by Hoot and his cowboys and the boy and girl become engaged to marry.

A fast-bitting western, with plenty of action will get the kids yelling for Hoot all the way.

"WATERFRONT"

First National
Directed by William Seiter
Screen story by Will Chappel
and Gertrude Orr
Cast Dorothy Mackaill,
Jack Mulhall, Ben Hendricks,
Knut Erickson

This is a good picture for the reason that it was well directed, excellently acted from a good logical scenario and will prove fine entertainment anywhere.

The story is laid around San Francisco Bay and is very colorful. The characterizations are skillfully drawn and the entire production is of the type that is light, breezy and refreshing and one that would send an audience out of the theatre with a grin from ear to ear and an aspect of being generally satisfied with the picture just seen. Jack Mulhall and Dorothy Mackaill do extremely fine work with their roles.

"UNDRESSED"

Sterling
Directed by Phil Rosen
Featuring David Torrence,
Virginia Brown Faire, Hedda Hopper

Title may be changed, as it is a giveaway, and exhibitors playing this one may have trouble with the censors and the patrons—too much hokum and impossible situations mitigate against this one—fair plot is preposterously distorted.

Wealthy father refuses to pay any more bills caused by his spendthrift daughter—portrait painter who holds the girl's financial note, offers to cancel it if she will pose for him—she does and is discovered by her mother in the artist's room—her mother comes to the rescue by raising money to pay her obligations—the artist in turn gets in wrong with his sweetie who misunderstands the situation and in a jealous fit, knocks artist unconscious—detectives come—the entire household is upset—artist does not divulge his sweetheart as the assailant and everything ends happy.

Jimmy Walker-Will Hays to Attend M. P. Club Fete

WEST COAST THEATRES HAVE TALKIE MANUAL

West Coast Theatres will shortly put out a thick house-organ number on talking pictures, which will instruct every house in the chain equipped for sound, on the right methods to sell the talkies.

It covers every possible angle and is a complete and exhaustive exposition on the new development in pictures.

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WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

Definite plans for the formal opening of the Motion Picture Club on Wednesday evening, Sept. 12, are announced by President Al Lichtman. He has appointed Harry Reichenbach to act as toastmaster.

There will be but three formal speeches. They will be made by Mayor Walker, Will H. Hays and Al Lichtman, as President of the Club. The formal speakers will be introduced by press agents. Mr. Lichtman has received definite acceptances on the part of Al Jolson, Bugs Baer and Harry Hirschfield, each one to act as an advance agent for one of the speakers.

General Hays is also rearranging his own plans in order to be present at this formal opening. His office advised that the prospect of such rearrangement was virtually certain.

Yesterday the Board of Directors sent out the following invitation to this formal occasion.

"BELLAMY TRIAL" HAS PRIORITY RIGHTS

Brandt & Brandt of New York wish to notify all those concerned that "The Bellamy Trial" which Monte Bell directed was not copied from the play "The Trial of Mary Dugan".

They claim that "The Bellamy Trial" by Frances Noyes Hart appeared in the Saturday Evening Post on September 10, 1927, whereas the stage play opened on Sept. 19, 1927.

**AGAIN
AGAIN
AGAIN!**

WE INSIST—

If you want the news
while it is still news

Read—

**The
DAILY REVIEW**

'CAPTAIN SWAGGER' TO BE PHOTOPHONED

Pathe announces that "Captain Swagger" starring Rod La Rocque, will be synchronized by the RCA Photophone process and be available for exhibition on October 28th. The silent edition will be released on October 14th. Recordings will be on a 80 mills sound track, thus making this adventure story available for any theatre equipped for either Photophone or Movietone sound projection.

Booms Boston for Talking Film Center

Whether the Boston brand of culture is more conducive to superior talking films or whether New England tastes are dissatisfied with the present talkies is not definitely clear, but according to Carl Wenzel of Culver City, Boston should be the real center of production for talking pictures.

Wenzel threatens to open a studio there to make the synchros, in which case he will have an opportunity to prove his judgement.

Netco Puts Stock In Two Theatres

From the office of Samuel Pinanski, president of the New England Theatres Operating Corporation, comes the announcement that, in accordance with popular demand, he has engaged two companies of the Al Luttringer Players to present stage productions at two of his theatres, the Franklin Park, Dorchester, and the Waldorf, Waltham.

NIZER WINS AWARDS FOR THREE EXCHANGES

PHILADELPHIA—Fox, Educational and FBO were awarded a claim of \$1,200 against the Strand Theatre, Lancaster, Pa., for holding over for one day, Fox News, Educational and FBO comedies.

Louis Nizer of New York represented the film companies and George Aarons, the exhibitor. Aarons asked the court for an adjournment of the case but the court refused to grant this.

Meyer Davis Heads Poli Musical Dept.

Meyer Davis, New York, has been appointed the general musical manager by John Zanft for the Poli circuit of 20 New England theatres, now under operation by William Fox.

As general director, Davis will have the charge and appointment of hundreds of pit musicians. He also has other musical interests, including orchestras and house men.

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MARRIAGE"**

M-G-M USING PARAMOUNT SOUND METHOD FOR "JIMMY VALENTINE"

Will Start Another Production in P-F-L Studio

By Special Correspondent

Metro-Goldwyn-Mayer are using the sound stage at Paramount's for the talking sequences being photographed on the William Haines production of "Alias Jimmy Valentine", making the sound effects with the Paramount-Pomeroy method which comprises the making of two negatives, one for sound and the other for photography.

It is understood that M-G-M will, on the completion of this one, make some shots for another of their pictures at Paramount.

The sound stage at M-G-M is practically finished, needing only the sound-proofing, ventilation and recording equipment, and it seems certain that they will use the same method of recording that Paramount has been working on.

The sound proposition in other studios is being rushed. At First National ground has been broken for their first sound stage. At Universal two stages under construction are almost completed and the Christie stage at the Metropolitan studio is well under way.

Capra on Another

A shift in production plans at the Columbia studios calls for Frank Capra to direct "The Power of the Press," before doing "The Younger Generation," the latter from a stage play by Fannie Hurst.

Sonya Levien is preparing the script of "The Power of the Press" which will go into production immediately.

Sally Eilers Signed

Sally Eilers, the Mack Sennett contract player, has been borrowed by M-G-M for the role of Shirley in the Milt Gross story "Nize Baby".

David Warfield Is

Snared by Films

(Continued from page 1)

Warfield, has finally succumbed to the films, after declaring for many years that he would never enter the silent drama. "The Music Master" and "The Auctioneer" may be among the first vehicles to be made with Warfield, probably on Fox's Movietone.

Another Ailment

While making "Salvage" at Universal recently, Wesley Ruggles the director was confronted with a new form of studio ailment on the part of one of the important members of the cast.

On reporting late for work the actor complained to Ruggles that he had a violent attack of "Kleig Throat" and was unable to pull himself together.

The actor in question had been making some voice tests on the new Universal sound stage the night before.

STUDIO GOSSIP

Ruth Jannings, the daughter of the great Emil, has been given a small part in her father's recent picture "Sins of the Fathers".

Little Lorraine Rivers, six years old, has been given the "babyhood" role in the Richard Dix picture "Red-skin".

"The Lawless Legion" will be Ken Maynard's next for First National.

Another Hollywood high school girl has been put under a picture contract. Sol Wurtzel of Fox signed Betty Collins for a long term and her first part will be in "The Case of Mary Brown".

M-G-M is going to do "Mysterious Island" with both talk and color.

The new George Arthur-Karl Dane picture will be "All at Sea".

Charles Beyer is going to have the leading male role in the Tiffany-Stahl production of "Queen of Burlesque". Belle Bennett will star and play the queen. Al Ray will direct.

Rex Bell, Fox' cowboy star, started work this week at the company's west coast studios in his fourth western picture, "Taking a Chance". Lola Todd has been assigned the leading feminine role and other members of the cast are Richard Carlyle, Billy Butts, Jack Byron, Martin Cichy and Jack Henderson.

Paul Vincenti, a newcomer to the screen, who has the leading role in Emmett Flynn's production, "The Veiled Woman", for Fox Films, is a famous oarsman, having rowed stroke on the Hungarian Club's champion eight-oared crew in Budapest, his home.

Phillip Holmes, the young Princeton collegian who won a role in "Varsity" while parts of it were being made on the campus at Princeton University by Frank Tuttle, has been signed by Paramount and has arrived in Hollywood ready for work.

Gwynn Williams, known better as "Big Boy", has been added to the cast of the Murnau picture "Our Daily Bread".

Eddie Foy, Jr., having appeared in several Warner talkies, has been signed by Fox for a Movietone.

Bessie Love has been signed by M-G-M for one of the leading roles in "The Broadway Melody".

Three additional actors have just been signed by Paramount for the new picture starring Adolphe Menjou, tentatively titled "His Private Life." They are Sybil Grove, to play the role of a maid; Alexander Melsh to be a salesman, and Alexander Woloskin to be a hotel clerk. Kathryn Carver is leading woman, and Frank Tuttle is directing.

NEWS FROM THE UFA STUDIOS

UFA Productions is making an educational film showing the construction and trial trips of the biggest airplane so far built in Germany, the 'Romar' which was built by the Rohrbach Company. A UFA cameraman will be aboard when the first transocean flight is made.

Dr. Johannes Guter, director, is now completing the exterior scenes for "The Blue Mouse" production of Grunewald, the 'Bois de Boulogne' of the German capital. The leading roles in this picture are being portrayed by Jenny Jugo, Harry Halm, Albert Paulig and assisted by Rina Marsa Brita Appelgreen and Julius Falkenstein.

Brigitte Helm, who is now appearing in her latest Production, "A Scandal in Baden-Baden", being directed by Erich Waschneck, has been given the lead which offers her better opportunities than any before.

Carl Hoffman, the famous UFA cameraman who photographed "The Nibelung", "Faust" and many other UFA international successes, has been engaged as chief cameraman for the fourth Erich Pommer production for UFA, titled "The Wonderful Lives of Nina Petrowna".

Murray Leaves F.N.

Charles Murray will leave First National as a contract player at the end of his present contract Sept. 18th. This was reported in The Daily Review six weeks ago, but denied by both parties.

"GIVE AND TAKE" IS MOVIE-TONED BY "U"

Synchronization of "Give and Take," Universal's comedy drama adaptations of the popular Broadway stage success, has been completed and the sound version will soon be on the market.

The synchronization was made by the Movietone method, by the Fox-Case organization. The version includes a maximum of sound effects, as well as a well selected and well rendered musical setting played by a large symphony orchestra. A theme song, named from the picture, was written by Josef Cherniavsky, musical director for Universal, and used to good advantage in the synchronization. This song is being published by Irving Berlin. It was rendered vocally during the recessional titles of the picture.

Leroy's Prize Story

Mervyn LeRoy, First National director, has been assigned the direction of the prize story "Children of the Rich". Woolrich, the young 21 year old author, received a prize of \$10,000 for the story by College Humor. Dorothy Mackaill and Jack Mulhall will have the leads.

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DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 59

New York, Tuesday, September 11, 1928

FIVE CENTS

OBSERVATIONS

John M. C. Dermott

One of Hollywood's best known characters and cleverest writers is in town. "Jack" McDermott we are told, is here to arrange for the release of a picture he is to make. It seems a shame that our big producers do not grab this fellow, give him enough money to forget about production and let him concentrate on stories. We feel that he has written more originals that have been screen successes than any other writer. He should be writing and NOT producing.

Stories

It has always been a debatable question in motion pictures whether stories should be bought in New York or Hollywood. Discussions have been going on for years regarding who would do the dictating in selecting the type story to be made. We rather favor Hollywood if conditions were different and that difference makes a lot of difference.

Producers

The producer in Hollywood never seems to look any further than the present story. It stands to reason that the story they are shooting is the important one, that is until it is finished and then when the overhead starts piling up they start thinking about a new one. Of course this might be a bit far-fetched but nevertheless true to a great extent.

Titles

A couple of the independents are working on the basis that the sales departments should dictate what should be made. These same independents suggest titles they think would be very effective from a box-office and entertainment point of view. In some cases they outline a thought for the title. Anyhow this goes to the coast, the production department turns it over to a good "original" writer who in turn, delivers a story. After discussion the story is given to the script writer. In this manner these independents always keep well ahead of production and there is not much lost motion.

WILKERSON

7 NEW COMPANIES IN TALKIE FIELD

Two talking picture companies were organized on Saturday. They are the Biophone Disc Pictures Corporation which will engage in the business of moving and talking pictures. The other is the Tonefilm Corporation of Trenton.

Other companies formed within the last ten days were the National Talking Movies Corp., The Micro Disc Corp., American Sound Film Productions; General Talking Pictures Corp.

The Progressive Film Corporation of Wilmington has been organized to acquire and lease recording devices. It will have a capital of 1,000 shares of common stock.

TORONTO CO-OPS COPY M & S CONTRACT TEST

TORONTO—The history of the I.M. P.E.A. failure in New York seems to be repeating itself in Canada, with the first attempt at a cooperative exhibitor film-buying association threatening to hit the rocks.

The Co-operative Buying Group of theatre owners was formed some months ago, along the lines of similar attempts in the United States, but

(Continued on page 2)

P-F-L EARNS NEARLY 4 MILLION IN HALF YEAR

The Paramount Famous-Lasky Corporation in its consolidated statement which includes earnings of subsidiary companies, reports combined net profits of \$1,609,478.23 for the three months, and \$3,873,627.19 for the six months ended June 30, 1928, after deducting all charges and reserves for Federal Income and other

(Continued on page 4)

Legal Difficulties over 6 Reade Houses Holdup Sale

Morris Opens Warner

Convention by Phone

Sam E. Morris, General Manager of Distribution, opened the sales conference of Warner Bros. southern branch managers, last week in New Orleans delivering the opening address from his office in New York by long distance telephone.

The meeting was presided over by C. C. Ezell, Southern and Western Sales Manager. Delegates included not only the heads of the Warner

(Continued on page 2)

Zukor-Schenck Emerge Hatless After Confab

After quite a lengthy conference yesterday, Adolph Zukor, President of Paramount Famous-Lasky and Nicholas Schenck, President of Metro-Goldwyn-Mayer, were seen emerging from the Paramount Building yesterday at 2 o'clock, WITHOUT HATS!

Hawkins, our private spy, took a leaf from Bide Dudley and reported that there was "much excitement on his part" but could learn nothing! Perhaps they were rushing up to 63rd Street to join McFadden's back-to-nature club.

UNIVERSAL LEADS FILM STOCK RISE

Universal led the list of film stock gains yesterday with a 7 point rise on the curb and reaching a new high of 35. Fox followed up its recent strides with a new high of 115, after a 4 point gain on Saturday and a 1½ point gain yesterday. Fox Theatres on the curb also moved up 1½ to a new high of 32.

Warner "B" jumped 3½ points to 127, a new high and the Warner "A" 3 points to 131, a new high.

Public buying has moved Fox into new high ground, as it has in the case of Warner, in anticipation of profits to come from talking pictures.

"FAZIL" DOES \$141,295 WITH ROXY PROLOGUE

"Fazil" lead all films on Broadway last week with film receipt, doing \$141,295. The Paramount followed with \$80,600 on "The Water Hole" and the Capitol was a close

(Continued on page 4)

BANKERS APPROACH BRONX EXHIBITORS

Financial Agents Representing Chain Seek Control

A group of New York bankers are trying to sew up 22 theatres in the Bronx. Those, who are in the know, declare these bankers represent one of the big theatre circuits now operating in greater New York.

If the control of these houses pass, it will considerably triple a deal, such as Fox now has on with the groups of New York independent theatre owners.

10 LONDON HOUSES START MOVIE TONE

By SAM HARRIS
"Today's Cinema"

LONDON—Beginning with September 27th, when the new Piccadilly Theatre opens with Jolson's "The Jazz Singer," ten key houses in London will be equipped with talking picture apparatus installed by the Movietone experts of the Electrical Research Products Corporation, and will commence their program early next month.

The ten houses to get the first talking equipment on the European continent will be The Regal, Marble Arch, Plaza, Rialto, New Empire, Piccadilly and the Theatre Royal at Manchester.

Following the Piccadilly opening, the Paramount Plaza will be next to follow. The New Empire will open in the middle of October.

T. K. Glennan and H. Hultgren are the Western Electric engineers in charge of the installations.

Drops Fox Rep's

Several weeks ago, several picked men were sent out in different territories by the Fox organization to concentrate on the selling of Movietone shorts. Saturday, James R. Grainger recalled these men.

Fox Floats \$4,000,000 Debentures on Poli Chain

Fox Theatres Corporation is financing their Poli chain acquisition by floatation of \$4,000,000 Fox-New England Theatres, Inc. 6½% convertible sinking fund debentures, which have been purchased by Halsey, Stuart & Co. and A. B. Leach & Co.

(Continued on page 4)

DAILY REVIEW

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York—Arthur James gets all excited about the "amateur treatment" being given the industry and the hunch is that he aims the shot at Joe Kennedy . . . Joe Schnitzer, E. B. Derr and Lee Marcus are missing the golf tournament today as they are holding a sales convention in Chicago and don't like riding in aeroplane's well enough to come back that way . . . Barrett Keisling, who played engagements in New York for Cecil B. DeMille and others, has been elected president of the Wampas . . . W. B. Frank and Mack Sennett put in a strenuous Sunday practicing up for a big match at the golf tournament, and it is a little eight to five that Bill will put the trimmings on Mack . . . Maurice Revues, formerly with Fox and recently returned from a long European trip, left last week for the coast to again take up what is sometimes playfully referred to as work . . . John W. Considine is due here from the coast this week, having crossed us up last week when he was also due . . . William Fox went down to Washington Friday to take a peep at the new theatre and see how it was performing over the week end . . . E. E. Shaner, who has been in Europe for the past couple of months, is back in New York . . . Tom Gerety, Metro short subject advertising high gun, isn't saying a word, but watch him try to win a second leg on the big golf trophy at the tournament tomorrow . . . John Himm is another golfer whose handicap Bruce Gallup would do well to scan closely, as he has been winning about all the big tournaments this season at the Rockville Country Club . . . Jack Peglar, one of the industry's publicity and exploitation stars, has quit his job with the Poli circuit and joined up with one of the big advertising agencies . . . Bill Gueringer, of the Saenger Theaters, is here at the Astor all set for the arrival of his boss, E. V. Richards, this week . . .

BELL TELEPHONES SHOW NEW TALKIE

To Demonstrate Latest Equipment at Soc. of Engineers

The Fall meeting of the Society of Motion Picture Engineers will be held at Lake Placid on September 24th to 27th.

A preponderance of technical papers dealing with the recording of sound with pictures, will feature the Fall convention. There may also be an actual demonstration of the very latest processes of recording sound photographically.

Some of the papers which will be read are on the fundamental principles of sound; photo electric cells; the three electrode vacuum tube; acoustical properties of rooms and other topics of a similar nature.

The Bell Telephone Laboratories will provide papers on the Practical Technic of Installation and Operation of speech and music films, accompanied by a practical demonstration of the most recent form of sound reproducing equipment.

MORRIS OPENS CONVENTION (Continued from page 1)

branches in Mr. Ezell's territory but many of the salesmen.

The purpose of the conference was to lay out the sales campaign on the new Warner product which is receiving this year the widest distribution since the start of the organization.

Toronto Co-ops Copy M & S Contract Text

(Continued from page 1)
latest developments include the withdrawal of Tom Moorehead of London, Ont., and Gordon Fillman from the new association.

In retaliation, the association, which holds the signatures of these exhibitors, to do their film buying through the central organization, may bring suit against them to force the owners to adhere to their contract, although arbitration will first be resorted to.

Jail Theatre Owner

William Kleihege, theatre owner of Hammond, Ind., was last week sentenced to serve a prison term of two to fourteen years for a conspiracy to dynamite the \$1,750,000 State Theatre at Hammond. An appeal will be fixed.

K-A-O Dividend

"The Board of Directors of Keith-Albee-Orpheum Corporation have declared the regular quarterly dividend of 1 3/4% on the Convertible Preferred Stock, payable on October 1st, 1928, to stockholders of record at the close of business on September 19th."

"Jazz Singer" in London

The first presentation of Vitaphone in Europe will take place in London on September 27th. Warner Bros. have just completed negotiations for taking over the Piccadilly Theatre, one of the largest houses in the British metropolis, for that purpose. "The Jazz Singer" will open the new policy.

GOTHAM COMMENCING W. C. TALKIE STUDIO

Establishment of another sound and talking studio in Hollywood within the next three months has just been announced by Budd Rogers, Vice President of Gotham Productions, which controls the distribution of Bristolphone, synchronizing disc device.

With two sound stages to be built at Bristolphone factories and laboratories in Waterbury, Conn., this makes four stages to be in operation soon. Sam Sax, President of Gotham is supervising the studio construction on the West Coast.

King Vidor Contract Runs Until 1930

HOLLYWOOD—Through the controversy arising between Metro-Goldwyn-Mayer and King Vidor regarding the latter's desire to do a picture with all-negro actors, there is a persistent Hollywood report that his contract will be purchased by Samuel Goldwyn.

J. Robert Rubin, vice president and director of the production department of M-G-M denied that any one has purchased Vidor's contract and that M-G-M has him signed until 1930.

Daab at It Again

Hy Daab, FBO advertising manager, and co-author of "Ringside", Gene Buck's early season stage hit, is already at work on a new play in collaboration with Jack Conway.

"Lilac Time" 7th Week

"Lilac Time" at the Central in New York is entering upon its seventh week of the run.

CALIFORNIA CHAINS BOOK PATHE 100%

Phil Reisman, general sales manager of Pathe, reports two California theatre circuits signing this week, 100 percent, for the 1928-29 product. L. W. Weir, Western Division Sales Manager and M. E. Cory, Pathe branch manager in San Francisco signed up the George Mann Circuit with houses in Eureka, Arcata, Fortuna, Ferndale, Uiah and Fort Bragg.

'Frisco Branch Manager Cory is also responsible for the closing of a deal with the National Theatre Syndicate houses in San Jose, Stockton, Modesto, Madera, Lodi, Woodland and Marysville.

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'MOTHERHOOD' OPENS BORO HALL ON SEPT. 23

"Motherhood" road-show attraction has been acquired by the Regal Films of Milwaukee, for road-showing in the Wisconsin, Minnesota, North and South Dakota territories.

The picture will receive its Metropolitan showing in Greater New York at the Boro Hall Theatre in Brooklyn, the week of September 23rd. This theatre will raise its regular admission price of 25c to double that.

Kiesling Wampas Head

HOLLYWOOD—Barret C. Kiesling has succeeded Harold Hurley as the new President of the WAMPAS. Kiesling will be associated with Cecil B. DeMille on publicity, at the M-G-M studios.

Rayart Reynolds Film

Booked by Midwesco

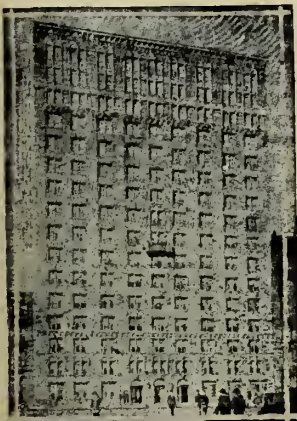
Rayart's "The Divine Sinner" starring Vera Reynolds, will play five Midwesco de luxe houses this week and next. The theatres booking the picture are the Tower, Oriental, Uptown, Garfield and Mojeska.

Pittsburgh Circuit

Books Pathe Shorts

Pathe has negotiated a contract with the Stanley-Clarke Theatre Circuit of Pittsburgh, covering two-reel comedies, Pathe News, Pathe Review and other short features in the season's line up to play that circuit, including the down-town first runs.

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HARRIS CUP HERE FOR FILM CONTEST

The Sam Harris trophy, a Cinema Challenge Cup presented annually to a member of the American film industry for the best suggestion or deed promoting the spirit of good will and cooperation between the public of Great Britain and the United States, has arrived in this country and has been received by Edward L. Klein.

The cup will be exhibited at the meeting of the AMPA at the Paramount Hotel on Thursday. Whether it will be awarded immediately for any deed during the first half of 1928 or during the coming season is not known at present.

JACK HOXIE STARTS TEXAS FILM COLONY

SAN ANTONIO, Tex.—Jack Hoxie, former Universal star, is reported to be building a movie colony at Leakey, about 100 miles from here, and he is heading a new corporation known as the Jack Hoxie Stockade.

The Foto-Arts Productions at Hot Wells will soon start on a film "The Robin Hood of the Rangers" which Otis B. Thayer will direct as a Bristolphone talkie film.

Young Gets "Met"

Stanley Phila-Post

George M. Young, well known theatrical man, has been appointed manager of The Met, the new Philadelphia Stanley Theatre that will open on September 22nd.

Mr. Young is at present at Atlantic City as manager of the Globe Theatre, but he is better known as general representative of the Keith-Albee enterprises in this city.

Warner Swimmers

The Warner Club, made up of Warner Bros. employees will have a swimming pool all to themselves, at the Park Crescent Hotel in New York.

Incorporation

The Secretary of the State of Delaware has been named preliminary representative of the Duograph Co., which will be formed to deal in motion picture cameras.

P.I.C. Move Offices

The Producers International Corporation has moved its headquarters from 130 West 46th Street to 35 West 45th Street.

New Educational

Exchange in Portland

A sub-exchange has been opened at Portland, Ore., by Educational to serve as an additional shipping point for the convenience of Oregon exhibitors. Sales activities still will be centered in the Seattle office, 2415 Second Avenue, which is in charge of B. W. Rucker.

The new shipping office, 124 North Twelfth Street, Portland, will mean a saving in time and express charges because of its location in the Oregon territory.

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TIFFANY-STAHl COMPLETES 15

Over Half Way Done on 1928-1929 Film Production

By JOE BLAIR
Hollywood Correspondent

Tiffany-Stahl have finished half of their releases for the current season. This announcement was made by John M. Stahl, production head of this organization.

Among the pictures already completed are, "The Naughty Duchess", "The Floating College", "The Power of Silence", "The Ghetto", "George Washington Cohen", "The Gun Runner", "The Toilers", "The Rainbow", "Man in Hobbles", "Tomorrow", "The Cavalier", "My Lady's Pearl", "Queen of Burlesque" and "Applause".

Valli on Stage

Virginia Valli and Albert Gran, noted screen players have featured parts in the play "Tarnish" being produced by John Cromwell at the Hollywood Music Box. Gran is playing the same role he had in the original New York company.

Guglielmi Gets In

Alberto Guglielmi, brother of the late Rudolph Valentino, at last has crashed the gates of cinemaland.

For four days Guglielmi, whose name is down on the casting sheet as Albert Valentino, has been working on a picture at the FBO studio in Hollywood.

Since the death of Valentino two years ago, Guglielmi often has expressed a desire to follow in the footsteps of his brother. He underwent a face-lifting operation so his features would resemble those of Rudolph.

New Columbia Starts

Columbia Pictures Corporation is converting the Isthmus of Catalina Island into a complete South Sea Island town, the locale of "Driftwood", Columbia's forthcoming production with Marceline Day, Don Alvarado and Fritz Brunette. Carpenters, art directors and various technicians are busy at work.

Marceline Day will appear as an outcast white girl in a South Sea port. Christy Cabanne will direct.

Glazer With FBO

Benjamin Glazer has been given charge of the FBO talking-picture schedule, under William Le Baron, Production V.P.

Conferences are now going on to determine on a series of novelty talking pictures.

"Miss Information"

Edward Everett Horton and Lols Wilson have made a Vitaphone featurette entitled "Miss Information" which is credited with being the funniest work Horton has done to date.

Hurley to Direct

HOLLYWOOD — Harold Hurley, former Paramount publicity man will be given an opportunity in the production department by Jesse L. Lasky, according to B. P. Schulberg.

Hurley will be assistant to B. P. Fineman, Paramount associate producer.

Capra in Demand

Harry Cohn, production head of Columbia had faith in Frank Capra and gave him the script of "Submarine" after another director had started the picture and was let out.

Since it's preview in Hollywood, two or three of the larger studio's are casting anxious looks in Capra's direction. But Harry Cohn says "No".

DeMille Players with Metro-Goldwyn-Mayer

When Cecil B. DeMille goes over to M-G-M it is reported, on very good authority that Phyllis Haver, Eddie Quillan and George Duryea will move with him. At present these players are at Pathe, but it is understood that they are under personal contract to Mr. DeMille.

Film Hardy Novel

Thomas Hardy's famous novel, "Under the Greenwood Tree" will be produced by British International Pictures, under direction of Harry Lachman, American painter. The scenario has been prepared by Alicia Ramsey.

"Fazil" Does \$141,295 with Roxy Prologue

(Continued from page 1)
third with \$76,283.50 with "Her Cardboard Lover".

"The Patriot" is doing wonderful business at the Rialto during its run, taking in \$44,200 last week. "The Tempest" at the Rivoli did \$34,400. "The Terror" picked up at the Warners and did \$22,570.50 while "White Shadows" also picked up, doing \$21,230.50.

"Lilac Time" was also up with leaders doing \$18,187.50. "Wings" continued strong with \$14,742; "Dawn" did \$7,960, its second week; "The Air Circus" did \$10,150 and "Red Dance" \$6,800.

Doran with M-G-M

Mary Doran, the titian-haired stage beauty who appeared in "Betsy," "Rio Rita" and other Ziegfeld productions, and who has also played some minor parts in pictures, has been signed to a long-term contract by Metro-Goldwyn-Mayer.

Legal Difficulties over 6 Reade Houses Hold up Sale

(Continued from page 1)
Reade has petitioned the Chancery Court for a receiver to be appointed for the operating company, alleging that the corporation is in financial difficulties caused by mismanagement of the K-A-O corporation, and has lost \$50,000 annually for the past two years.

E. F. Albee, in turn, states that it is due to Reade's mismanagement that they had to take the management away from him. Albee further claims, that Reade has not offered to sell his chain of theatres to Fox, nor has Keith-Albee-Orpheum any intention of selling its circuit to Warner Brothers or Stanley.

STUDIO GOSSIP

The completed cast for the M-G-M production of "Mysterious Island" comprises Lloyd Hughes, Lionel Barrymore, Montagu Love, Jane Daly, Gibson Gowland, Harry Gribbon, Snit Edwards, Evelyn Selbie and Micheal Vavitch. Lucien Hubbard will direct.

An extra a few days ago and now a contract player with Universal is the lot of Peggy Howard. She will have an important role in the next Collegians.

Joe Farnham, M-G-M title writer, is back at the studio after being confined at home for some time with a high fever. M-G-M were not the loser though as Joe titled the Buster Keaton "Cameraman" while on the flat of his back.

Anders Randolph, George Irving and Charles Clary have been added to the cast of "Eric the Great" a talking picture being made by Universal.

Gus Edwards arrived in town yesterday. He will be known as the first musical gag man. Will operate at M-G-M.

Johnny Burke, the Sennett comic, is busy writing a sketch for pictures that Sennett will do for Pathe. It will be an all-talkie of course.

Eddie Gribbon has been engaged for an important role in "Fancy Baggage" the Warner Brothers talkie. John Adolph will direct.

Eddie Goulding is writing the dialogue for the talking sequences of the remakes on "The Belamy Trial" for M-G-M.

Sol Polito, one of screendom's most expert cameramen, has been engaged to handle the cameras for Richard Barthelmess' new First National starring vehicle, "Scarlet Seas", now in production.

It seems that every director in Hollywood is flocking to the Lincoln Theatre. This house is running a negro "Tab" show. This director patronage is due to a story appearing in the public prints, that one of our leading directors contemplates making a picture with an all negro cast.

Belle Bennett will have to grow several inches for the part she is to portray in the United Artists production of "Lummox". Her height is around five feet five and the Fannie Hurst character should be around six feet.

P-F-L Earns Nearly 4 Million in Half Year

(Continued from page 1)
taxes. The six months figures include its \$111,060.65 undistributed share of earnings of the Balaban & Katz Corporation a 65% owned subsidiary.

The above profits amount to \$2.34 per share for the three months and \$5.63 for the six months of the common stock outstanding.

Lupe and Jetta

Lupe Velez and Jetta Goudal are not speaking. In fact they won't work on the same set together. For this reason D. W. Griffith directing these artists in "The Love Song" is having a tough time working them singly. We thought Jetta had been cured of her temperament.

"DIVINE LADY" PREVIEW GETS LAVISH PRAISE

First National's new special, "The Divine Lady," starring Corinne Griffith, was previewed at the Yost Broadway Theatre, Santa Ana, Calif., last week and Ned E. Depinet, the producing company's general sales manager, received the following wire from the manager of the theatre:

"It's one of the best picture's First National has made. Its lavish sets, correct historical details, exceptional supporting cast, together with its powerful story theme and intense finish mark it as an extremely good picture."

Lloyd Directs Dove

Billie Dove, First National star, will make another European picture. "The Thirtieth Day of October," a story of the Russian Revolution is to be her next picture for First National.

It was written by Lajos Biro, famous Hungarian author, and Alexander Korda, the First National director.

Although he is the co-author of the story, Mr. Korda will not direct it. Frank Lloyd, who has just completed the stupendous Corinne Griffith production "The Divine Lady" will be at the megaphone on this Billie Dove picture.

Extra Gets Chance

Not since Betty Bronson was chosen for the role of Peter Pan several years ago, has an unknown extra girl received such an important opportunity from Paramount as was announced yesterday for Gladys Belmont, a seventeen year old girl from Pueblo, Colorado, who was signed for the principal feminine role opposite Richard Dix in "Redskin", the Indian picture which is being filmed completely in Technicolor.

Von Eltz Gets Part

Theodore von Eltz, who played opposite Florence Vidor in "Honey-moon Hate", has been given an important role in the Schoedsack-Cooper adventure picture "The Four Feathers" from A. E. W. Mason's novel, which the two men are now completing at the Paramount studio in California after spending a year making exteriors in the depths of the Sudan.

"Sweet Pepper"

Fred Sauer, the German film director, has started production on "Sweet Pepper", from the novel by Geoffrey Moss. The picture is being made by the Messtro Company in association with Gaumont, the scene being laid in Berlin, London, Vienna and Budapest. Eve Grey, Paul Richter, and Warwick Ward are the principals in the cast.

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 60

New York, Wednesday, September 12, 1928

FIVE CENTS

OBSERVATIONS

Hollywood Stage

There is a mad rush on the part of our Hollywood screen players for stage parts in West Coast productions. Reason, of course, needed experience in dialogue. And reports say that every "talking school" opened there is doing a stand out business.

Regretting

Universal production executives are sneaking in the studio these mornings via the back entrance. All due to their long insistence that Mary Philbin did not have sex appeal and as a result should only be cast in sweet demure types. Miss Philbin tried vainly to change the decision but with no result until an accident gave her the chief feminine role in "Port of Dreams" and blessed her with the direction of Wesley Ruggles. Now everything is different. Watch this girl.

No Time to Dicker

Both the First National and Stanley organizations are considerably upset due to the insistent rumors of a merger with Warners. And this, at the most important time of the year. The production departments at the studio and the sales organization throughout the country are not at ease, feeling that anything might happen. This is bad. We would think if there is a deal on, and there seems to be one, they should have it over with one way or the other, as quickly as possible in order that everything would function in its proper manner.

A Winner

First National has a winner in the Sax production of "Companionate Marriage". There has been so much written about this subject for the past few years, both pro and con, that a picture with just ordinary production should click. But Sax has done much better than give this subject ordinary production, he has made and delivered work.

WILKERSON

39 SOUND-TALKIE FEATURES--30 FEATURETTES M-G-M SCHEDULE

BERLIN ADVOCATES CENSOR REFORMS

By. Dr. R. OTTO
Berlin Correspondent

BERLIN—The High Censors' Committee has drawn a fine line in deciding proper supervision of talking pictures. They have just made a ruling that those talking or synchronized films of a dramatic or musical character which can be understood, even if not made as a film, do not come under the censorship laws, but are subject only to laws applying to the legitimate stage.

The President of the Berlin police department has declared that the present censorship laws in Germany are absurd and in need of reform. Such talking film productions which take the place of titles or captions and serve to interpret the (Continued on page 2)

Skirboll and Williams

Here from West Coast

J. D. Williams of World Wide Pictures and Joseph Skirboll, Western Sales Manager for Vitaphone, arrived in New York yesterday from the coast.

Skirboll is here to confer with the home office and while Skirboll has not come to any parting of the ways with Warner Brothers as yet, it is possible that he will hook up with World Wide Pictures as General Sales Manager.

Consolidated Div.

Consolidated Film Industries, Inc., declared the regular quarterly dividend of 50 cents on the \$2 cumulative participating preference stock, payable October 1 to stock of record September 18.

SPRING OUT OF F. N. BOOTHBY TREAS.

Irving D. Rossheim, President of First National Pictures, Inc. announced today that Mr. Samuel Spring has resigned as Vice President and Treasurer of the company to return to the general practice of law, with offices at the Bar Building, 36 West 44th Street.

Mr. Warren C. Boothby, Financial Comptroller of the Corporation, was elected as Treasurer to succeed Mr. Spring and will be in charge of the financial affairs of the company under President Rossheim.

Charnas Supervising

Harry Charnas, former exhibitor and state-right exchangeman, and a Warner franchise holder, is busy these days with the preparation of the presentation of Al Jolson's next Vitaphone feature, "The Singing Fool" at the Winter Garden next Wednesday night.

Ohio Theatre Owners

Meet November 20-21

The Eighth Annual Convention of the Motion Picture Theatre Owners of Ohio will be held in Columbus on November 20 and 21.

The board of trustees held a meeting in Columbus August 29, at which time definite convention dates were fixed. Details in connection with the convention are in the hands of J. J. Harwood, Lexington Theatre, Cleveland; J. A. Ackerman, Glenway Theatre, Cincinnati; William James, president of the M.P.T.O. of Ohio, and P. J. Wood, association secretary.

Decline in Box-Office Value of Silent Films Predicted

Exhibitors in the Mid-West territories are springing a new one in their demands for lower film rentals on silent pictures due to the fact that since producers are beginning to concentrate on a majority of sound attractions, the value of silent pictures at the box-office is becoming materially lessened.

In the St. Louis territory, theatre owners are blaming the producers for the deterioration of the silent drama.

If this feeling on the part of the exhibitors should crystalize in the form of a national protest, several of the larger talkie producers will have something to worry about, if there are any silent films left on their programs.

Otherwise it will be the independent producer of straight pictures who cannot afford the expense of adding sound, who will suffer in lower film rentals.

Nicholas M. Schenck Expects 1,000 Wired Houses by Jan. 1

Nicholas M. Schenck on behalf of Metro-Goldwyn-Mayer yesterday announced the production of 39 features, with partial or complete talking sequences and synchronized sound effects and scores.

In addition there will be thirty films of prominent Broadway stars of the musical comedy, vaudeville and legitimate stage, produced at the Cosmopolitan Studio in New York.

"More than a thousand theatres will be wired by January first," said Mr. Schenck. "Consequently in advance of that time we will be ready with a complete service to all our customers in this line."

"Our studio at the coast will be in full operation within a few weeks and before September is out we will be similarly situated in the East with the opening of the Metro-Goldwyn-Mayer sound studios which were formerly run by Cosmopolitan."

"In the West we will continue our (Continued on page 4)

STANLEY CO. JUMPS 6¾ TO NEW HIGH

Universal Spurs 6⅜ "Anticipation" Says E. H. Goldstein

Universal and Stanley continued strong leaders of film stock gains yesterday on the New York financial market. Universal followed up its 7 point gain, with a 6⅜ point rise yesterday and established a new high of 36¼ on the Curb. "Anticipation of something or other," caused (Continued on page 4)

Celebrities at M. P. Club

Big Banquet Tonight

The Motion Picture Club will make its formal bow in the industry this evening, when its headquarters and club rooms will be officially opened with a gala banquet and wise-cracking contest.

Principal speakers will be Al Lichtman, President of the Club, Will H. Hays, head of the industry, Mayor James J. Walker, Will Rogers, Bugs Baer, Harry Hershfield, Al Jolson and other prominent members of the industry.

DAILY REVIEW

Reg. U. S. Pat. Off.
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Joe Blair, West Coast Representative, 1255 Lamar Avenue, Los Angeles (Phone HEMPstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Mayor Jimmy Walker, once a motion picture man himself, will dedicate the new Motion Picture Club at a dinner at the club tonight, and has promised not to be the late Mayor Walker . . . Alex Moss, director of advertising and publicity of Columbia Pictures, knowing where good things come cold, has gone to Canada for a vacation of a couple of weeks . . . Jay Shreck, managing editor of Exhibitors Herald, who, with Mrs. Shreck has been visiting New York for the past week, left for Chicago and the old grind yesterday, cursing the man who invented work . . . Emil Jansen still threatens to sing the song Irving Berlin is to write for the Motion Picture Club, but so far it has shown no signs of affecting the attendance at the big dinner tonight . . . Dave Barrist, publisher of The Exhibitor, The New York State Exhibitor and other publications, came up from Philadelphia after leaving his bullet proof vest at home . . . Col. Fred Levy, who has been in New York for the past few days left yesterday for his home in Louisville, Ky. . . Arthur A. Lee, representative of a number of European producers, sailed Saturday for the other side for a series of conferences with his many bosses . . . Carl Souin leaves Saturday for South America where he will take charge of all of Metro's business in Spanish speaking territories, and thus New York loses another good bridge player, but Arthur Loew is still with us . . . Fred Stanley, for a long time in charge of First National New York studio publicity, but now a producer on the west coast, is due here this week with a print of his first picture . . . Hy Daab has been pretty busy sitting back receiving royalty checks on his good stage play "Ringside" but has found time to start writing another play . . . Sam Morris couldn't go to the Warner sales convention in New Orleans, so he told them all he had to say by telephone, and says next time it will be by radio . . .

500 "UTAH" SAILORS TO SEE 'SUBMARINE'

Through the courtesy of Joe Brandt, President of Columbia Pictures Corporation, and with the approval of Captain C. R. Train, U.S.N. Commanding the U.S.S. Utah, now in the Brooklyn Navy Yard more than 500 officers and men of the Utah will be guests at a special showing of Columbia's super production, "Submarine," now playing at the Embassy Theatre, New York.

The special show will be held today at 5 P. M. at which time the crew of the battleship will be brought to the Embassy Theatre in special busses, provided for their use.

Co-incident with the special "gob" matinee, Col. Jasper E. Brady, executive with Columbia has just returned from a quick trip to Washington, D. C. where "Submarine" was shown to high navy officials.

Berlin Advocates

Censor Reforms

(Continued from page 1)

meaning of the motion picture will still come under the supervision of the censors.

The ruling arose out of the showing by the Lignose-Breusing Talking Film Company, of one of its short talkies. The film had to be passed by the censor commission but two members of the committee protested, when the Higher Censors made the final ruling.

Salesman Song-Writer

Edward Grossman, former film salesman under Al Lichtman, has abandoned film selling and has gone into song writing. Grossman is one of the composers of several theme songs written around "Revenge" starring Dolores del Rio, "Tempest" and "The Woman Disputed".

K-A-O Gets MacNaughton

W. C. MacNaughton formerly manager of Netoco's Rivoli theatre in Roxbury, Mass., has resigned his position as manager of the Goldstein Brothers theatres at Pittsfield to affiliate with the Keith-Albee Orpheum Circuit in New York.

Musicians Strike

DAVENPORT, Ia.—A musicians' strike is in full swing here in all four Public houses. The strike was caused by the installation of sound apparatus and the demand by the union for the retention of full orchestras.

Moss on Vacation

Having completed plans for the national advertising campaign planned by Columbia Pictures Corporation on "Submarine", Alex Moss left yesterday for a ten day vacation in Canada.

Lane with P-F-L

Charles Lane, veteran character actor who retired several months ago, has been persuaded by Paramount to put on the grease paint again. He will play the role of James Hall's father, Spottswode, Senior, in "The Canary Murder Case", S. S. Van Dine's famous murder mystery story which goes into production at the Paramount Hollywood studio within a fortnight.

SCHAEFER HERE FROM BERLIN FOR P-F-L VISIT

Gus J. Schaefer, general sales manager of the Paramount organization for Central Europe, with headquarters at Berlin, has arrived in New York for a visit at the Paramount home office and with friends and relatives. Before his appointment to his present position, Mr. Schaefer was sales manager of the Paramount exchange at Boston.

"King of Kings" Goes

Big on Continent

"The King of Kings", Pathe's big Cecil B. DeMille special, which will be nationally shown in over 300 theatres in the United States beginning September 30, is playing to capacity in Vienna, where the picture is still running at the Palast Kino, one of Austrian capital's best theatres.

Smalley Opens House

Smalley's New Johnstown Theatre, at Johnstown, New York, was opened to the public last Friday, the 7th.

AND NOW!

DRAPERY FABRICS FOR

SIGHT--SOUND--SERVICE

of our own manufacture available to suit your particular needs (Samples upon Request)

Mendelsohn's Textile Corp.

Theatrical Drapery Fabrics
156 W. 45th St., N. Y. C.

18% NATIONAL GAIN

Theatre Supply Co. Does Bigger July Business

The National Theatre Supply Co. figures show an increase of 18% for the month of July over the sales of the same month last year, August's sales for this company substantially exceeded those of July and ran 23% above those of August, 1927.

On the basis of these and further figures from the Auditing Department it is expected that the sales of this company during the coming year will reach a minimum of two-million dollars in advance of last year's business.

Topics of the Day

Talkie Casts Chosen

Don Hancock of Van Buren Enterprises has chosen the casts for the first production of Pathe Topics of the Day talking pictures.

Instead of straight gags appearing in titles on the screen this reel will now have a cast to tell the jokes. The synchronization will be with Photophone.

MANHATTAN STUDIOS, Inc.

STUDIO facilities for the independent producer. A complete studio with a staff who will co-operate.

134th St. and Park Ave.
HARlem 7648

First National believes in

"COMPANIONATE MARRIAGE"

"Expect to make up all Summer Losses with

Uncle Tom

R. J. Stinnett
Capitol Theatre, Dallas

WESTERN UNION

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its character is indicated by a symbol in the check or in the address.

SYMBOLS

BLUE	Day Letter
NITE	Night Message
ML	Money Letter
LCO	Deferred
CLT	Week End Letter
WLT	Week End Letter

NEWCOMB CARLTON, PRESIDENT
 J. C. WILLEVER, FIRST VICE-PRESIDENT

PORTLAND OREGON AUG 28 1928

Received at

M VAN PRAAG

UNIV FILM EXCH 730 5 AVE NY

HAVE PAID HIGHEST PRICE FOR UNCLE TOM OF ANY PICTURE SINCE I HAVE BEEN IN BUSINESS SINCE COUNTING RETURNS SATURDAY SUNDAY MONDAY OPENING OF THIS PICTURE MUST SAY NEVER HAPPIER IN MY LIFE I HAVE MADE WONDERFUL INVESTMENT PICTURE BREAKING ALL HOUSE RECORDS TURNED APPROXIMATELY THOUSAND PEOPLE AWAY SATURDAY AND SUNDAY COMMENTS FROM PATRONS WONDERFUL I CONGRATULATE YOU ON THIS MARVELOUS PRODUCTION WITH CARL LAEMMLE MAKING THIS TYPE PRODUCTION CANNOT SEE HOW HE COULD EVER LOSE HIS INDEPENDENCE

W E TEBBETS ORIENTAL THEATRE

SMASHING ALL BOX-OFFICE RECORDS IN HUNDREDS OF THEATRES
 READ THESE EXTRACTS FROM TELEGRAMS RECEIVED

Omaha, Sept. 1

"Uncle Tom opened with biggest lineup in history. Broke all house records."

World Realty Co.
 Harry Goldberg.

Kansas City, Mo., Sept. 5

"Uncle Tom" enthusiastically received. Everybody talking about it."

Globe Theatre
 Flynn Brothers.

Oklahoma City, Aug. 20.

"More than capacity business all performances."

Liberty Theatre
 Robt. D. Hutchinson.

Oklahoma City, Aug. 25

"Forced to hold Uncle Tom's Cabin over second week. First time our history we have done this."

Liberty Theatre
 Robt. D. Hutchinson

Havre Mont, Aug. 14

"Biggest three day run. Great mistake not booked Uncle Tom's Cabin for five days. Arrange return engagement."

Joe D. Moore.

Enid, Okla., Aug. 18

"Uncle Tom's Cabin established a record which I believe will stand for some time to come."

Bob Browning, Mgr.
 Aztec Theatre.

Fort Smith, Ark., Sept. 7

"Biggest business in history of theatre Uncle Tom's Cabin."

Hoyt Kirkpatrick, Mgr.
 Palace Theatre.

Dallas, Texas, Aug. 30.

"Average business last six weeks two fifty stop UNCLE TOM opened twelve hundred seven dollars."

R. J. Stinnett, Capitol Theatre.

Kane, Pa.

"Uncle Tom's Cabin opened to record breaking business in spite heavy opposition."

E. W. Albertson
 Chase Street Theatre.

-- Silent or Sound - Carl Laemmle Leads the Way !!!

"PORT OF DREAMS" HAILED AS RUGGLES-PHILBIN MASTERPIECE

By JOE BLAIR
Hollywood Correspondent

Universal previewed their latest Wesley Ruggles picture "Port of Dreams" last night, and it was a sensation. This one was a surprise, it was totally unexpected and, almost, unheard of. But after last night's showing, the world will soon know about it and with that knowledge the added information of the definite arrival of three people, two of whom we have heard from before and the third, a star who does the best work of her career.

Ruggles Triumphs

First the hats should be doffed to Wesley Ruggles, there has never been finer direction in a picture than his work in "Port of Dreams". A lot of us will tell Universal and the rest of the universe, "we told you so", for it has been the contention of quite a few that given real material with which to work with, this Ruggles fellow would set them all on their heads, and that he has done in this picture. If Universal ever gives Wesley another of those "wisly-washy" part-farce-little comedy-program-stories again they should have their heads examined. This director deserves the best that any organization could buy.

Philbin a Revelation

"Merry-Go-Round" brought Mary Philbin recognition, but what has she done since? She has been stifled with parts that would have extinguished any other artist. And all the time directors, producers and everyone connected with the studio have been trying to make her believe it was all her fault. The facts proved last night that these same people have been the ones at fault. Philbin walks right out and gives a performance in a "she-American-girl" type that has never been equaled on the screen since I have been reviewing pictures.

A Newcomer

Ruggles, we are told, picked Fred MacKaye out of the extra ranks for the boy lead in this picture. The results prove that his judgment was more than right. If we were head of production in any plant we would be confronted with a terrific problem of whether to keep Ruggles directing or put him in charge of the casting department seeking out new talent. His selection of MacKaye would have been a great gamble for most directors, but this boy so established himself in this part, it is our prophesy that he will be a star in another year.

Entire Production

The remainder of the cast consisting of Edmund Breese, as the parole officer and Francis McDonald as the heavy, was outstanding.

Universal might well feel proud of "Port of Dreams" and happy they have three such sterling artists as Wesley Ruggles, Mary Philbin and Fred MacKaye on their payroll.

Brenon on Way West

Herbert Brenon, who was called suddenly to New York last week on account of his mother's illness, left for California yesterday to complete Joseph Conrad's "The Rescue" which he has been directing for Samuel Goldwyn.

OLCOTT BACK FROM BRITISH STUDIOS

Dissillusioned by Type of Stories in Favor

Sidney Olcott, who has been sojourning in England for the best part of this year, has returned to Hollywood, full of admiration for American pictures, after acquiring first-hand knowledge of British production methods.

Olcott had contracted to produce a series of super-productions for the British Lion Company, and found that the first one on the schedule was a story called "The Ringer". A 'ringer' it was, for Sidney refused to make it.

"The chief fault with British pictures," states Olcott, "is the type of stories they select for production. While they may appeal to English film fans they might find it difficult to win popularity in the U. S."

Olcott brought back several books and plays. Several companies are negotiating for his services since his return.

"HAUNTING MELODY" DISTINCT DEPARTURE

The start of a story bringing something new to the screen, is to be made with a melody—a combination of haunting notes—playing a dominant factor in the formation of the story. The picture will be "The Haunting Melody", an original by John Farrow, the purchase of which was announced yesterday by B. P. Schulberg.

It will serve as a co-starring vehicle for Fay Wray and Gary Cooper and will be made entirely in dialogue and with music, "The Haunting Melody" itself being played here and there throughout the picture in the unfolding of a romantic drama.

39 Talkie Features—30

Featurettes M-G-M Sched.

(Continued from page 1)

production of nineteen features with partial or complete talking sequences. In the East we will immediately place into production thirty films of a vaudeville nature, for which contracts have been entered into with many prominent performers.

"Meanwhile our activities in the production of our announced program of synchronized and silent pictures will continue along their routine schedule.

"About twenty additional M-G-M productions for 1928-29 will have synchronized scores and sound effects. These include the pictures which Cecil B. DeMille will make at Culver City under the terms of his new contract; 'Trader Horn', 'White Shadows in the South Seas,' and some of the most important starring vehicles of the year."

STUDIO GOSSIP

James Bradbury, Sr., has been signed for a role in the First National-Richard Barthelmess picture, "Scarlet Sea's".

Clive Brook has been given the role of Leut. Durants the blind soldier in the Paramount production of "Fine Feathers".

Betty Compson, who played the hula-hula dancer in "The Barker" has been cast for the next Barthelmess picture "Scarlet Sea's".

Lillian Gish and Constance Talmadge are both in Europe preparing for their first independent made pictures for United Artists release.

Due to the fact that she will be confined to her for some time, due to an operation, Lina Basquette will not be able to play the lead in the Ralph Ince production of "Hard Boiled". Sally O'Neill has been given the part.

William Beaudine has finished the First National-Charles Murray picture "Do Your Duty".

Following "Show Boat" Universal will feature Joseph Schilkraut in "The Bargain of Kremlin".

William Boyd starring in "Power", the sensational comedy drama which Pathe will release on September 23, again has Alan Hale as his foil and the two eclipse the mirthmaking they offered in "Skyscraper".

Larry Kent has been signed by Tiffany-Stahl for an important role in "The Devil's Appletree". Dorothy Sebastian will star and Elmer Clifton will direct.

The Douglas Fairbanks company at United Artists is working full blast. Production schedule runs through the month of November.

Emil Jannings has been forced to take a few days off. His eyes are in bad shape as a result of his rubbing them for a crying sequence in his latest Paramount picture.

Castle with Par.

Robert Castle has been signed to a long term Paramount contract and Jesse L. Lasky announces that his first role will be leading man for Clara Bow in "Three Week Ends", an Elinor Glyn story.

Stanley Co. Jumps

6 3/4 to New High

(Continued from page 1)
ed the jump, thinks E. H. Goldstein. Stanley Co. of America also jumped 6 3/4 points yesterday on the Stock Exchange and reached a new high for this year of 59. 96,000 shares were traded in.

Warner Brothers in the "A" stock stops at nothing these days and continued its spurt with 3 1/2 points to a still new high of 134 1/2. The "B" went up 1 1/2 points.

HEAVY P-F-L PROD. SCHEDULE ON W. C.

The present Paramount production schedule marks the heaviest ever undertaken by any one studio in the motion picture colony according to B. P. Schulberg, general manager of West Coast production.

Nine pictures are in the making, with two companies on location. Associate producers, directors and authors are at work on six others which will be launched this month, while three have just been handed over to the cutting department. The works of nine world-famed authors are represented in the current pictures.

"Buddies" Next Davies

The next Marion Davies picture to be made at Metro-Goldwyn-Mayer, will be a screen version of the popular Broadway success of a few years ago, "Buddies". It will be recalled that Peggy Wood starred in this stage production and Miss Davies will enact the same role in the screen production.

Pickford on Stage?

Jed Harris, New York stage producer, has wired Mary Pickford suggesting that she appear in the Los Angeles production of "Coquette" soon to open. Harris feels that, inasmuch as Miss Pickford is going to do the story as an all-talkie, this stage appearance would be of great benefit to her and incidentally to . . . Jed Harris.

All M-G-M Stars Talk

All of the Metro-Goldwyn-Mayer stars will talk in pictures pretty soon. William Haines is already at work on the talking sequences for "Alias Jimmy Valentine", Norma Shearer will do likewise in "The Little Angel", Marion Davies will break her silence in "Buddies". John Gilbert will use his voice in "Thirst", Ramon Navarro makes his sound debut in "Pagan", Buster Keaton will do his initial speaking on either stage or screen in "Spite Marriage" and George Arthur and Karl Dane are to shout in "All at Sea".

Buys Haines Contract

Metro-Goldwyn-Mayer have bought the unexpired term of William Haines' contract from J. D. Williams who has had this artist under his wing for some time. No doubt Haines and M-G-M will not write a new contract.

"Desert Song" Cast

The initial selection of players for Warner Bros. first Vitaphone operetta, "The Desert Song" based on Schwab and Mandel's great stage hit, was made by J. L. Warner this week. Johnny Arthur and Edward Martindel are the actors chosen thus far.

Rov Del Ruth is to direct "The Desert Song".

"Ritzzy Rosie" Starts

Production was begun today on "Ritzzy Rosie," in which Alice Whit has the leading feminine role, it is announced by First National Pictures. Jack Mulhall is playing opposite Miss White.

Mervyn LeRoy is directing.

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

U. S. Pat. Off.

VOL. 24 No. 61

New York, Thursday, September 13, 1928

FIVE CENTS

OBSERVATIONS

First National

First National is a child with wonderful parents. It is the son of the rich. And as such will certainly thrive this coming year. Figure this, Fox owning 25% and having about two hundred theatres; Warners owning 25% and having around the same amount. Add to this the many franchise holders of First National from coast to coast, and you will total about the greatest number of booking days possible in this industry.

Fox-Warner

Certainly both these companies will play First National attractions to the exclusion of any other companies with the exception of product coming from their own studios. Neither Fox or Warner would book each others pictures and might not do a lot of business with First National but being a 25% owner . . . that's something altogether different.

Battle of Sound

This Stanley purchase on the part of Warners will, no doubt start the "great battle of sound" Fox, for the present will have a tough time in the Stanley stronghold, Pennsylvania and New Jersey. Warners will have the same difficulty up and down the West Coast. Both organizations have key houses in each zone, and Fox has already launched a big building program in Pennsylvania. This all shapes up for our new friends "the giant electric's". Watch these babies.

First Move

From a source very close to H. M. Warner, we understand the acquisition of the Stanley chain is the first big move on the part of Warner's in the control of theatres. It will be interesting to see the next one. What will it be? Can you make a guess? Ours is Warner-Stanley-Keith Albee-Orpheum.

WILKERSON

WARNERS-STANLEY MERGE

"MOTHER KNOWS BEST" OPENS GLOBE SATURDAY

"Mother Knows Best", the second Fox feature special with talking sequences to hit Broadway, "The Air Circus" being the first, opens its world premiere at the Globe Theatre on Saturday matinee, September 15th.

The picture was directed by J. G. Blystone and features Madge Bellamy, Louise Dresser and Barry Norton. A movietone program of featurettes including Lionel Atwill in "Debureau"; Mischa Levitska, Fox Movietone News and Dr. Rockwell will be on the bill.

P-F-L BUILDING FOUR NEW W. C. SOUND STAGES

Ground will be broken today for immediate construction of four new sound stages, augmenting the sound reducing facilities at the Paramount-Hollywood studios, Jesse L. Lasky announced yesterday. His announcement follows the return of Frank A. Brandow, studio manager, from the East with plans for the new buildings based on Paramount's experience in sound film production.

These plans, originally formulated by Roy J. Pomeroy, director of sound (Continued on page 2)

UNIVERSAL MAY SWAP 5 COMMON FOR PREF.

Universal Pictures stock on the curb will probably come in for a further substantial rise, according to financial experts in the 'street.' There are at present 6 or 7 thousand Warrants on Universal stock outstanding, which were issued three years ago as a bonus when the Preferred Stock was originally offered (Continued on page 2)

Warner Bros. in Final Control on 2 for 1 Exchange Basis

Warner Credits 'Review' with 'Working Too Fast'

With excusable pride, Exhibitors Daily Review is able to take credit for the only exclusive story which was printed anywhere, concerning the merger of Warner Brothers and Stanley Company of America.

109 days ago, on May 24th, the Review stated that "at a meeting of the Board of Directors of the Stanley Company of America yesterday, it was decided that a merger of the company interests with that of Warner Brothers would prove beneficial and should be effected."

"The new deal will give Warner product an improved outlet through the Stanley chain and will give Stanley choice talking film product. Behind the decision to affiliate with Warners in the Stanley desire to strengthen not only the earning power of both companies but the strengthening of its entire lineup in anticipation of strong opposition which would come if the Fox-First National merger eventuates."

Harry M. Warner, when queried the next day, admitted that he was pleased with the outcome of the Stanley deal and told the Review that "you boys work too fast for me!"

Film Mrs. H. P. Whitney

Mrs. Harry Payne Whitney, world famous sculptor, is pictured at work in her studio on some of her latest models in the first Our World Today magazine, "Thrills of the Sea", which Educational is releasing.

Keith-Albee-Orpheum Next Acquisition—Warner Scheme

STANLEY GAINS 4 3/4

The deal whereby Warner Bros. take over a controlling interest in the Stanley Company of America, was officially closed yesterday. This sets at rest all rumors and denials to the contrary regarding this immense group of theatres, and places Warner Brothers directly in step with the two other large producer-theatre owners, William Fox and Publix.

Rossheim Loses Out

From private sources it is understood that Irving D. Rossheim, President of the Stanley Company, and Mastbaum interests were against the company losing its identity through a merger, but the Goldman Sachs interests, represented by Wadhill Catchings, through controlling a larger share of Stanley than Rossheim and the Mastbaums, were able to swing the Warner deal, which company they are also financing.

Besides getting control of the Stanley Company, Warners come into possession of around 25% of the stock of First National, matching the 25% now held by Fox through his purchase of the West Coast Theatres last winter.

(Continued on page 2)

FOX MOVIE TONE FILMS SHAKESPEARE CLASSIC

Fox Movietone has gone Shakespeare and has filmed the first of the immortal bard's works, "As You Like It" in England. The Welwyn Garden City Folk Players, which recently won the Belasco cup for amateur folk play performances, appear in the cast.

The film will be sent to New York for developing and printing.

AMPA Elections

Election of officers will take place at the next meeting of AMPA today at the Paramount Hotel Grill. George Harvey is the nominee to succeed Bruce Gallup as head of the association.

The Sam Harris Trophy will be exhibited at the meeting.

RUMORS!

Great business, these rumors. Everybody is talking, whispers, shouts and all public prints. Paramount, Fox, Warners, all of them furnishing subject material, as a result their stock rise, business flourishes.

Now they have started on THE DAILY REVIEW. This publication is being sold, merged, bankrupt

and what not. They are all talking about the sheet and most of the trade papers are printing yarns. That's great!

The issue of today carries more paid advertising than we have had for some time.

Keep it up boys—we need this publicity.

DAILY REVIEW

Reg. U. S. Pat. Off.
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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemmestad 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Billy Wilkerson, who happens to be the boss, may kick on this but this column is going to be mostly about Motion Picture Club people and its affairs, and if he don't like it he can sue me . . . Billy Wilkinson (not Wilkerson) blew in from Pittsburgh, had luncheon at the Motion Picture Club and announced that everything was all right with the Greek Circuit . . . Sam Spring has crossed everyone up by resigning as secretary and treasurer of First National, and most people thought the Joe Kennedy influence was out of there . . . Jay Dee Williams arrived from the coast and his first official act was to send in an application for membership in the Motion Picture Club, after trying to arrange for a life membership, the which there is none . . . Harry Scott, of Pathe, dropped in to the M. P. Club as somebody's luncheon guest, and after asking why he hadn't been told about this, wrote out his membership application and check . . . Emil Jensen reneged at the last minute and refused to sing the song Irving Berlin is going to write for the Motion Picture Club . . . President Al Lichtman scintillated with brilliancy when talking into the microphone of WMCA which station broadcast the doings at the dedication dinner of the Motion Picture Club last night . . . Martin J. Quigley, who will soon return to Chicago after a summer spent on his Island home up in the sound, hates to leave New York since he has found a real place to eat, i.e. the Motion Picture Club . . . Henry Ginsberg, eating some of Steward Karch's schnecken at the club, inquired if it was necessary to doonk up to the second knuckle . . . Herbert Brenon has returned to California after visiting here with his mother who is seriously ill, and will resume work on Sam Goldwyn's "The Rescue" . . . And . . . the reason there is so much Motion Picture Club stuff in this column is because the dedication dinner was the big event of the day in the film world . . .

Warners-Stanley Merge

(Continued from page 1)
Larger Merger Coming

Interests in on the know claim this is the first move of an immense merger that will eventually bring in the Keith-Albee-Orpheum circuit of theatres forming a \$250,000,000 producing and exhibiting combine.

Terms for the acquisition of minority holdings of Stanley stock on the same basis for which control was acquired are being decided by the Warner directors. It is expected to be a 2 for 1 stock exchange; 2 shares of Stanley for 1 of Warners.

\$90,000,000 Assets

The Stanley Company, operating approximately 250 theatres in Philadelphia, Wilmington, Washington, Camden, Atlantic City and other Eastern cities, and controlling subsidiaries with additional theatre properties, had total assets of \$83,495,599 at the end of 1927.

Capitalization consists of 904,431-7-10 shares of no par stock; \$27,879,875 in bonds and mortgages payable; \$5,125,000 in serial notes, and \$1,101,428 in minority interests.

Sales of Stanley stock have been unusually active on the New York Stock Exchange in recent weeks. Since it was listed on the Exchange this summer it has risen from a low of 36 3/4 to a high of 69 3/4 today. Sales in the week ended September 1 totaled 124,000 shares and in the following week 128,600 shares. Monday's sales were 16,100 and yesterday 85,900. It opened this morning with a sale of 30,000 shares at 69 3/4, an overnight gain of 10 3/4.

Tribute to Warners

The closing of this deal is a great tribute to Harry M. Warner, president and Major Albert Warner who together with Jack Warner, production head and the late Sam Warner had many ups and downs before bringing Warner Brothers Pictures up to its present standing. Harry Warner has proven a financial genius with few equals in or out of pictures, he has had many times pretty rough sailing with what was then a little bark, but in every emergency he proved himself a real captain.

P-F-L Building Four

New W. C. Sound Stages

(Continued from page 1)

effects, in collaboration with leading electrical and acoustics engineers of the Western Electric and Bell Telephone companies, call for the erection of the most modern sound stages by scientific research and development.

"Paramount's new sound stages will have every facility for the production of pictures synchronized with the human voice and with sound effects," Mr. Lasky declared. "Acoustically and electrically they represent the genius of the greatest scientific minds of America."

Universal May Swap

5 Common for Pref.

(Continued from page 1)

to the public.

These warrants, which are good until January 1, 1930, are exchangeable for five shares of Universal common stock, but not until it hits a price of \$40 per share. The stock closed yesterday at 36, after hitting 40 at the opening of the market.

'SOUTH OF PANAMA' NEXT CHESTERFIELD

"Somewhere south of the big ditch" characterizes the locale of Chesterfield M. P. Corporation's third 1928-29 release entitled "South of Panama" and Lon Young will leave for the West Coast immediately to begin preparation for starting camera work on October 1st.

Arthur Hoerl's treatment of the story has been okayed and it is now being turned into continuity. Erection of sets will be started immediately and casting will be completed upon Mr. Young's arrival in Hollywood.

"South of Panama" is stated to be an adventure drama with considerable emphasis on the comedy angle. An unusual twist to the story is the fact that all the comedy and heavy characters are "Yankees" and the story is being filmed from the Latin American's point of view.

Toronto Film Board

Elects New Officers

TORONTO—At the annual meeting of the Film Board of Trade, Barney Murphy (FBO) was elected president; Henry O'Connor, V. P.; Harry Law, Sec'y-Treas; and G. O. Burnett, Executive Secretary.

Bill Gehring, Henry O'Connor, Jack Hunter, Harry Paynter and Harry Law were appointed representatives on the Joint Board of Arbitration.

RCA TO PAY \$120 FOR VICTOR SHARES

There is a report being circulated that RCA Photophone will be merged shortly with the Victor Talking Machine Company. Victor Studios in Camden have been synchronizing with records some of the biggest pictures of the leading producers.

If Victor is taken over, RCA will pay for the controlling shares approximately \$120 per share.

Rinty's "Frozen River"

"Frozen River" is the new name given the story which will be Rinty-Tin-Tin's next starring vehicle for Warner Bros. J. L. Warner, production head, has decided upon it to supersede the title, "King of the Wilderness", by which it has been known up to this time.

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Aug. 22, 1928

Russia Ears Own Film

Washington, Aug. 21.

High censor bureau of Soviet Russia has prohibited the showing of "The Lame Gentleman," produced by Meschrapoom-Russ from A. Tolstol's novel.

In making the report to the Dept. of Commerce, George Canty states the Russians pronounced the picture "socially dangerous." It is also expected that the Derussa-film, "Vera Mirzeva," known in Germany as "The Case of Attorney General M." will meet the same fate.

"VERA MIRZEWA"

.... or

"The Case of District Attorney M."

.... or

Whatever the American title may be

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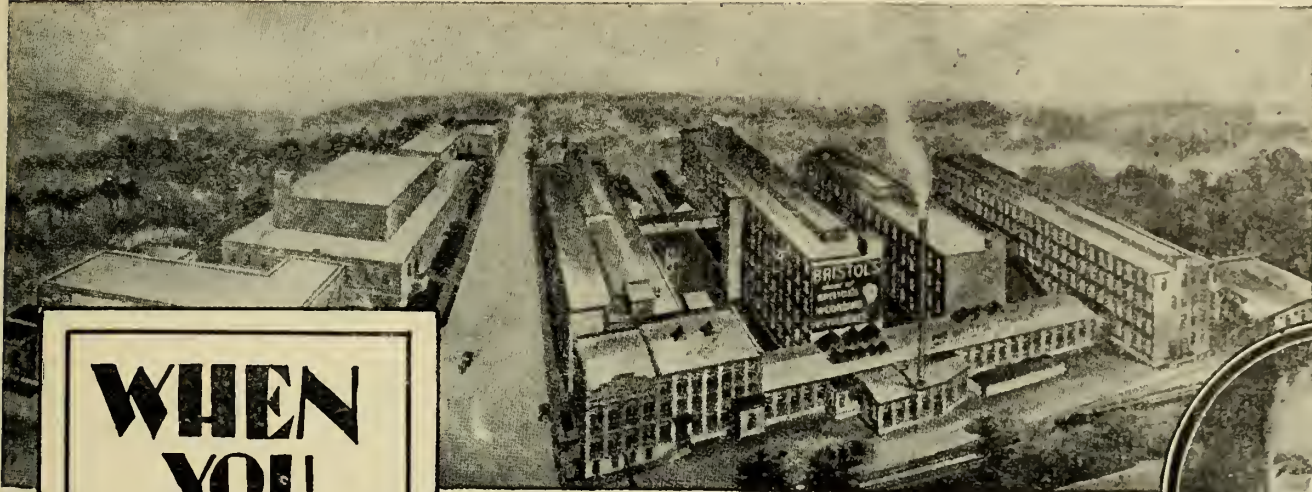
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M.P.T.O. of North Carolina Thrives Under Picquet Regime

Darn Clever these Publicity Men!

Just a bit jealous of Hy Daab's fame as a playwright, Mike Simmons decided that now is the time for all good, etc., etc. Mike the live-wire Gotham-Bristolphone (thanks for the ad) publicity purveyor has gone and written a waltz hit, entitled "Taya," which will be published by H. Witmark & Co. Joseph Zivelli has written the music.

WILL HAYS-WALKER DEDICATE M.P. CLUB

Last night a new club took its place in New York clubdom.

The Hon. Will Hays and Mayor Walker formally instituted the Motion Picture Club at a dinner in the club house at 1560 Broadway, attended by more than two hundred members, many of whom had never seen the splendidly equipped club rooms before.

Harry Reichenbach acted as toastmaster of the occasion and introduced the speakers. The banquet was started by the singing of "The Star Spangled Banner" by Miss Stella Powers. First President Al Lichtman explained the purpose and scope of the club and the need which has been universally recognized for such an institution. He also described the processes by which the desire of the entire industry found its expression in the club as at present constituted.

Reichenbach then introduced Nathan Burkan, one of New York's prominent lawyers, who has been identified for the last twenty-five years with the moving picture industry and all of its phases. Bugs Baer, humorist, and Sam Katz, moving picture theatre operator, were then introduced.

The forensic portion of the program was brought to a splendid climax by a witty speech by Mayor Walker, who is as much at home in the moving picture industry as he is in the City Hall, and by an earnest address by Will Hays, President of the Motion Picture Producers and Distributors of America, Inc.

ROCKETT HERE FOR "MIRACLE" CONFERENCE

Al Rockett, who has just signed a two-year contract as production and studio manager of First National pictures, arrived in New York yesterday to confer with Irving D. Rossheim, president of First National Pictures and other executives. He expects to remain in the east for about two weeks.

While in New York, Mr. Rockett will go over the new story line-up with Ned Depinet, vice-president and general sales manager, and Florence Strauss, head of the story purchasing department.

Association Acquires 228 Members in Last Two Years

The Motion Picture Theatre Owners Association of North Carolina has been undergoing a regime of prosperity and healthy progress under the leadership of Charles W. Picquet, President, who operates the Carolina Theatre in Pinehurst.

Two years ago, the association was not taken seriously anywhere throughout the State and certainly not nationally, as it had just 8 members banded together, and possibly not all of the 8 were paid up.

Today the association has 228 paid up members. During the Picquet incumbency, the organization has successfully fought off censorship and admission tax. It is functioning with the Film Board of Trade regularly and harmoniously, in arbitration matters.

The M.P.T.O. has also been educating its members in the proper conduct of its contractual relations with film exchanges and distributors, only three member cases being scheduled for the last regular arbitration meeting. On the other hand there were twenty-two non-member cases, and there appears to be a majority of two-thirds of all cases brought by non-members, coming up before these meetings, on the average.

CONSOLIDATED FILM PREFERRED EARNS \$4

Consolidated Film preferred has been moving forward in sympathy with the strength which has been shown in several other amusement shares recently. Company is earning \$4 a share on the senior stock and paying \$2 a share. It has contracts with practically every leading motion picture producer and is one of the essential accessory concerns in that industry.

There has been considerable switching from the preferred into the common on the recent advance by interests identified with the industry who maintain that eventually the junior stock will be the feature. The latter is on the Curb Exchange.

Warner Stock Drops Keith-Albee Gains 7

Yesterday was a hectic day for film stocks on the curb and stock exchange. The Warner-Stanley merger started things a-going with a bang, with the opening of the market, Stanley jumping over 10 points. At the close of the day Warner "A" had lost 5% points and the "B", 3½ points, while Stanley wound up with a 4¼ point gain, going to a new high of 63¼.

Paramount was off a point and a half, as was Fox, which dropped 3% points to 111%. Fox Theatres was off 1¼ dropping to 30%.

The K-A-O stock reacted favorably, gaining 7½ points on the preferred, which jumped to 95.

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Fox Drops All 'Programs' for 'Specials' 'Interference' First P-F-L All-Talker

Sheehan and Fox to Plunge All on Big Specials

By JOE BLAIR
Hollywood Correspondent

William Fox and Winfield Sheehan, general manager of production have reached the conclusion that program pictures do not mean anything. That is program, to the extent of cheap pictures with short shooting schedules and casts of no great consequence. Accordingly they have decided to supplant these with what has been known as "specials". In other words, this organization intends making nothing but big one's, sinking plenty of money in every negative and hoping for the best.

This decision, no doubt, was brought about due to the immense business being done on the "specials" throughout the country at the present time. The box-office on "Seventh Heaven", "Sunrise", "Four Son's", "Street Angel" and "Mother Machree" has been tremendous.

LOWE CHOSEN FOR 'BROADWAY' SCRIPT

Fejos and Laemmle, Jr.
to Produce Big
\$225,000 Play

Edward T. Lowe, Jr., veteran scenario editor and writer, has been engaged by Carl Laemmle to make an adaptation and continuity of the famous Jed Harris stage success, "Broadway," bought by Universal last year for the record price of \$225,000, and since sought by other companies in vain at prices upwards of half a million.

The picturization of this stage thriller is expected by Universal officials to be the greatest picture ever made at Universal City. Movietone methods will take full value from the powerful lines and situations in the play.

Camera work will be started at the earliest possible time, with Dr. Paul Fejos reported as the likely director. Carl Laemmle, Jr., will supervise the production, which is expected to have Glenn Tryon as the Broadway "hooper" around whom the play is built. Others in the cast and company will be announced soon.

Jolson Luncheon Ignores Industry's Trade Press

Al Jolson yesterday afternoon gave a luncheon for the daily newspaper reviewers, but his invitation did not include the names of the trade-press.

Evidently Al figures on spending some of his \$5,000,000 profit he has in Warners on a big blow-out for the boys on the trade sheets.

STUDIO GOSSIP

This Eddie Carewe always pops up with the unexpected. He phoned Louis Jerome, his Hollywood business manager from Paris informing him that he had had an operation on his nose, and everything was O.K.

And Roy Del Ruth springs a new one. In making scenes for the Warner Brothers picture "Conquest" of an ice floe he relayed the sound effects by telegraph wire to the telephone recording room in the studio.

Tom Mix is soon to start on "Outlaw". This is a Western "meller" of the old type.

Monte Blue will soon start in "The Greyhound Limited" a railroad story at Warner's. Edna Murphy will play opposite the star and Howard Bretherton will direct.

Mary Doran, has been signed on a stick contract by M-G-M. She has been appearing in the stage version of "Saturday's Children" at the local Belasco Theatre.

Lina Basquette will have the female lead opposite William Boyd in "The Flying Fool" to be made by Pathe.

Ramon Navarro has signed a new contract with M-G-M. This time he gets a raise that brings his weekly check up to \$5,000. His old contract had until December to run.

I. E. Chadwick will make three independent specials for the coming year. The first "Enlighten Thy Children" will go into production at an early date.

Pete Smith, M-G-M publicist, took a party of 20 newspaper men to the "Gold Braid" location at San Diego via airplane.

Ben Homes, former burlesque comedian, who has been working on the Fox lot for the past few months as an assistant director, has been elevated to the position of director of Movietone.

Lew Seiler, Fox director, yesterday started on his first Movietone special "Baggers".

Affiliated European to Synchronize Two

Affiliated European Producers are expecting to synchronize two of their forthcoming pictures: one of them is, "Her Viennese Lover", based on the famous Viennese operetta, "Sweet Girl"; and the second, a film based on the life of Chopin, the famous composer.

Bill Hart in Demand

William S. Hart, out of pictures for the past few years, is in great demand by several of the major studios. They want him for talking pictures. Hart wants a long contract, most of the bidding companies want a picture-to-picture contract.

Screen Credit

Found: A fellow who does not want screen credit!

He is quite a mysterious figure around the Paramount studio. He slides in and sneaks out. Few know him, and only studio executives can name him. He is the fellow who designed the distillery for the production of "Sins of the Fathers".

Ufa Star in F. N.

Billie Dove Prod.

The latest addition to the cast of Billie Dove's new starring picture for First National, as yet untitled, is Lucy Dorraine, well-known Defu-First National star, who has just recently arrived in Hollywood from abroad. This role marks her first American screen appearance. Among the First National foreign productions in which Miss Dorraine was seen are "Marriage Scandal" and "Alpine Tragedy". She played the Chinese heroine of "Mr. Wu" on the stage in Europe.

Brown Named New "U"

Casting Assistant

B. E. Brown was yesterday named to fill the position as assistant casting director at Universal Studios left vacant by the resignation of Harold Dodds, according to announcement by Casting Director, Victor Nordlinger.

Green with M-G-M

Alfred Green has been engaged by Metro-Goldwyn-Mayer to direct Marion Davies' next picture, as yet untitled. As Miss Davies is in London at the present time, this film will not go into production until her return in October. Green directed "Sally", "Irene", "The Music Master", and "Is Zat So?".

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DAILY REVIEW

Lothar Mendez and Roy Pomeroy Make Two Versions

Announcement was made today that the first "all-talking" picture to be made by Paramount will be "Interference", "the Pertwee-Beard-on stage play.

It seems that Paramount have been up a tree for some time regarding this production. Lothar Mendez has been at work for some time on the "silent" version and Roy Pomeroy has been making tests and photographing sequences with talk. After seeing portions of both, studio officials decided to make it an all-talkie. Of course there will be a silent version also.

The Pomeroy method has scored with Paramount studio officials. This method consists of the making of two negatives at the same time, one for the talk and the other for the action and photography. An expensive operation but it seems evident that this method should be highly successful in that both negatives can and will be developed separately giving full value to the voice and the photography. In the long run it might be the cheapest method.

WARNER EMPLOYEES CLEAN UP ON TIPS

The rise of Warner Brothers stock on the market has been a gold mine for a few Warner employees in on the know. Fortunes have been made by several members of this organization other than those carrying the Warner name.

Al Jolson for example is said to have cleaned up around \$5,000,000 in the last six months. He is said to have taken quite a bit of his salary in stock for his work in both "The Jazz Singer" and "The Singing Fool".

Several minor executives adopted the same basis of payment as was he case with at least two directors several players and a studio official.

A salesman in the New York exchange having a relative upstairs in the executive offices, resigned his \$75.00 a week position Monday, walking out with a cool \$150,000 profit in the stock.

What is true in a major way is also true with men in the exchanges, advertising and in a couple of instances, stage hands in the Hollywood studio.

Fox Pays for Nagel

Fox wanted Conrad Nagel for a picture. This player is under a contract to both Warner's and M-G-M these companies having alternate use of his services. Both could use him in pictures immediately, but Fox offered \$30,000 for his services for six weeks and got him. He will appear in "Slide of Life" going into production immediately.

*Are they
going to*

**-legalize Petting
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**-make Free Love
freer**

**-let Flaming Youth
burn up**

**-smash the barriers
that Lovers have
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Not a scientific treatment but A GREAT LOVE STORY!

Dignified, authoritative; written by the famous originator of this amazing plan—JUDGE BEN B. LINDSEY, and Wainwright Evans.

A class production in every way, presented by The C. M. Corporation, directed by Erle C. Kenton with a class cast including

**BETTY BRONSON—ALEC B. FRANCIS
Edw. Martindel—Hedda Hopper**

Ready now for immediate bookings!

FIRST NATIONAL

**SCOOPS THE FIELD—ANSWERS
THE MOST SENSATIONAL QUESTION
THAT EVER FACED HUMANITY!**

Member of Motion Picture Producers and Distributors of America Inc.—Will H. Hays President

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 62

New York, Friday, September 14, 1928

FIVE CENTS

OBSERVATIONS

Stocks

The Warners close their Stanley deal and then the stock of both companies drop. Stanley four and a half-points and Warners fourteen. The whole market for picture stocks were away off. What does this mean? Does it signify that Stanley and Warners, for example are less valuable today than they were yesterday? We don't think so.

Control

Who controls this old picture business anyhow? Wall Street, of course. The bankers and brokers can snap their fingers and almost anything will happen. They decide today that it would be a good thing, for their own profit, to have this company merge with that one, and merge they do, regardless of any advantage or lack of it, from a business (picture) point of view. The manipulation is tremendous and is all in the hands of the financing groups. They tell Zukor, Schenck, Warner, Fox and all the rest what THEY want to do, and these gentlemen do it.

Short

Even with the drop in Warner's today, how would you like to be in the position of one very high executive in motion pictures who started selling Warner stock SHORT at 85? He has had and will continue to have for some time, many anxious moments. He will, very likely quit the transaction quite a big "wad" loser, and we are told this individual has around twenty thousand shares. That's some selling.

M. P. Club

The industry should well feel proud of the new Motion Picture Club. It is a delight to the eye, a great comfort and fills a long felt want. And above all, the food is EXCELLENT. Wonder what's going to happen to the Hunting Room now? That a good one to sell short.

WILKERSON

WARNERS OFFER TO BUY HALF INTEREST IN 80 N. Y. THEATRES

K-A-O Deal May Be Held Up in Warner Theatre Plan

Harry M. Warner yesterday admitted that there had been negotiations on for a deal for taking over the Keith-Albee-Orpheum Circuit chain of over 200 theatres, but there's no immediate prospect for completing these negotiations at the present time, the question of terms holding up assent of the K-A-O stockholders.

"We are, of course, as a developing firm seeking an outlet for Vitaphone and Warner Brothers pictures always ready to consider any proposition which would broaden our

selling strength," he said. "That does not mean that Warner Brothers are indiscriminately going to buy theatres singly or in chain. When negotiations of importance have reached the stage where facts can be given, it will be our pleasure to communicate them to the newspapers and the public."

Terms for the acquisition of stock of the Stanley Company of America by Warner Brothers Pictures, Inc. were announced yesterday.

The offer, the same as that announced yesterday.

(Continued on page 4)

EXCHANGE ADMITS NEW LOEW-K-A-O PREFERRED

Permanent certificates for the preferred and common stocks of Loew's, Inc., have been admitted to the list of the New York Stock Exchange. The temporary certificates will be stricken from the list September 18.

Permanent certificates for the preferred and common stock of Keith-Albee-Orpheum Corp. have been admitted to the list. The temporary certificates will be stricken from the list September 18.

(Continued on page 4)

Fischer with U.A.

A. H. Fischer has been appointed United Artists' sales manager in Chicago, succeeding J. S. Abrose, resigned. Russell Egner has succeeded Kenneth Hodgkinson as sales manager in San Francisco.

PETTIJOHN-STEFFES BURY HATCHET ON ARBITRATION

"Oh, What a Headache!"

Plaint of Lambs

Every film stock on the market was off yesterday, Warner "A" heading the list with a loss of 14½ points and dropping to 115. The "B" was off 9½ points, to 116.

Fox Film "A" went down 5½ points to 106½; Stanley lost 4½, hitting 59½; Universal lost 4½ and dropped to 31½. Paramount was off 1½; Pathe off 1½.

TAUZIG-GUS ROGERS JOIN NEW VENTURE

Doug N. Tauzig, formerly Treasurer of Fox Film Corporation and V.P. of the Fox Theatres Corporation has become associated with the newly formed Graves Holding Company which controls photographic equipment.

(Continued on page 6)

Kelly-Rothacker

Edward Kelly, assistant chief of the Motion Picture Laboratory of the department, has resigned to become manager of production for the Rothacker Film Corporation of Chicago.

Kelly became associated with motion picture work in 1921 as film editor and directed nearly 100 educational films.

H. M. Warner Summoned to IMPEA Meeting—Proffers Terms

EBENSTEIN CLAIMS H. M. MERELY "ADVISOR"

What was to be the final meeting of the group of independent exhibitors who are represented by Aaron Sapiro, was called yesterday morning at 11:30 A.M. The meeting lasted until after 7 P.M. last night, with still another meeting to be held tomorrow.

All members of this group had met with the expectation of "washing up" Sapiro and the entire organization, but what happened, sounds like a twisted tale.

Conflicting Versions

From Herbert R. Ebenstein, secretary of the organization, it is understood that they absolutely determined to continue the organization, the vote being taken because of numerous stories that they were "through".

At the invitation of the association.

(Continued on page 2)

8 NEW PICTURES HITTING BROADWAY

One of the finest weeks on Broadway, from the standpoint of brand new pictures for the first-run houses, is on tap starting today, with 8 new films to curry public favor.

Two Fox pictures head the list, "Mother Knows Best," second Fox Movietone talking-sequence film opens at the Globe and "The River Pirate" starring Victor McLaglen will be at the Roxy.

Next in importance is George Bancroft's "Docks of New York" at the Paramount, supported by Baclanova. Buster Keaton in "The Cameraman" (Continued on page 2)

HARVEY TICKET SWEEPS ANNUAL AMPA ELECTION

One vote cast by the entire Association of Motion Picture Advertisers at the annual meeting, held in the Paramount Hotel, elected the entire ticket of officers proposed by the nominating committee, consisting of George Harvey, President; Paul Benjamin, V.P.; Dave Bader, Secretary and Charles Burrell, Treasurer.

(Continued on page 2)

"But Not in Each Other's Heads" Says Minneapolis

C. C. Pettijohn and Al Steffes have buried the hatchet, according to those in the know, in the Minneapolis sector, and starting today, arbitration proceedings will be resumed by members of the Northwest Theatre Owners Association, which Steffes heads.

(Continued on page 2)

DAILY REVIEW

Reg. U. S. Pat. Off.
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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemetead 1514).

London Office, and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Bruce Gallup retiring president of the A.M.P.A. who goes to Florida for a two weeks' vacation, was presented with a handsome traveling bag by the Ampas and plans to use it for carrying his other suit of clothes . . . Howard Dietz is trying to walk with a cane, and not making much headway, as the result of a taxicab backing into one of his feet when he was looking the other way . . . Dave Blum, of Metro, according to rumor, is planning on doing a little broadcasting and recently acquired temporarily a cute little microphone . . . Mike Feist, handsome son of the ditto Felix, is now engaged in production for Metro, and helped shoo the feminine members of the crowd back during the taking of a mob scene in front of the Loew Building . . . Eddie Golden is not "of Boston" anymore, having joined up with Lou Metzger and been placed in charge of Universal's Talkie Picture Division . . . Leon Rosenblatt of New Jersey and Europe, celebrated his return from abroad by taking lunch yesterday at the Moion Picture Club . . . George Harvey is now president of the A.M.P.A. all since yesterday and now watch Mr. Harvey's boy chase along at the fast pace set by Bruce Gallup during the past year . . . Al Grey says it is pretty tough to win the big golf prize of the year—and he worked hard to do it—and then have another Al given the credit, and we'll say it's tough . . . Bruce Johnson will leave in a couple of weeks for Europe to remain until time to come home and erect the Christmas tree for the family . . . Dave Bader has been given a big promotion by Universal, having been made assistant to the Eastern District Sales Manager . . .

"Our Gang" Personal Appearance at Capitol

The real Hollywood "Our Gang" kids, Hal Roach's inimitable rascals will make a personal appearance at the Capitol Theatre beginning Saturday in the Mort Harris revue, "Rhapsody in Red, White and Blue". They will appear in conjunction with a two-reel Hal Roach "Our Gang" comedy entitled "School Begins". Joe Cobb, Harry Spear, Jean Darling, Mary Ann Jackson, Farina, Wheezer and Pete the dog, will all be there.

Warners Offer to Buy Half Interest in N. Y. Theatres

(Continued from page 1)
tion, Harry M. Warner was called in to act as advisor to the organization.

From another source, however, it was learned that after most everyone had been accused of everything short of murder, Sapiro blaming the organization, the organization shifting it back on his shoulders, Arthur Whyte calling the lie to Aaron, etc., etc., the members were astounded at the statement of Arthur Whyte, who has been holding the office of Film buyer, that, given five minutes, he would produce a man who would keep the organization intact; buy the houses; furnish finances; or anything else they might want.

Warner Sensation!

After Whyte was granted the five minutes, and this time was one minute past due, he walked into the meeting room with H. M. Warner.

As can be imagined, a sensation was created on the spot at the identity of Whyte's saviour. Warner came to the point immediately and when he was finished, the Warner proposition was an offer to buy fifty percent interest in all the theatres owned by those members present, the owners to keep the management of the houses.

At the meeting today, some concrete proposition based on the earning power of the houses together with the property values will be formulated and presented to Mr. Warner.

Most of the houses Mr. Warner propositioned are the same that William Fox is working on a deal with. But the Fox deal is an outright buy, with the present owners not participating in any manner after the deal is made, if they do not wish to.

Pettijohn-Steffes Bury Hatchet on Arbitration

(Continued from page 1)
The row over arbitration in Minneapolis started shortly after the exhibitor convention in April, when the association members went on record as refusing to sit on arbitration cases of companies that appeared to be deliberately soliciting trade from non-theatrical institutions that were operating in direct competition to regular theatres.

After numerous attempts to straighten the matter out, without results, the distributor members of the Arbitration Board were instructed to secure exhibitor members from outside the ranks of the Theatre Owners Association. This "outlaw board" was finally secured after much effort and held several meetings in which a number of decisions were rendered. These cases will be thrown out of the records and will be retired by the regular operating members of the constituted board.

SHEEHAN PREDICTS NEW TALKIE SENSATION

Broadway will see the eighth \$2 Fox special this year with the opening of "Mother Knows Best" at the Globe Theatre to-morrow afternoon with Movietone synchronizaton and dialogue.

Winfield Sheehan, vice president and general manager for Fox, predicts it will be nothing short of a sensation.

John Blystone directed, with Madge Bellamy, Louise Dresser and Barry Norton in the principal featured roles. Bellamy gives impersonations of Harry Lauder, Al Jolson and Anna Held, singing some of their famous songs and going through their familiar antics.

The stage scenes were staged with great attention to detail. Eugene Walter, well known dramatist and author of "Paid in Full" and "The Easiest Way", wrote the dialogue. The stage embellishments were done under the direction of Charles Judels and Dave Stamper.

Harvey Ticket Sweeps Annual AMPA Election

(Continued from page 1)
Treasurer.

After secretary's annual report, and George Harvey's financial analysis of the present status of the organization, Brue Gallup made his last official speech of the year and asked that the support of the entire membership be given the new officers in their endeavors to put over the next Naked Truth Dinner. Gallup was then presented with a new travelling case, as a mark of appreciation on the part of the membership.

Harvey, the new president, made his inaugural address and accepted the office as a real opportunity to render a service, and also paid a fine tribute to the personality and work of the retiring president.

Ed Klein, on behalf of Sam Harris of the London Cinema, presented the Harris Cinema Challenge Cup to the Association. Until such time as the organization with the help of the various trade-paper editors decide on the winner, it will be on display at the headquarters of The Motion Picture Club.

Gallup Heads South

Bruce Gallup, retiring President of the AMPA leaves New York tonight for a two-week vacation in Florida. He will return to his United Artists headquarters about Oct. 1.

Hammons Returns

E. W. Hammons, president of Educational Film Exchanges, Inc., returned to his desk this week, following a brief vacation.

8 New Pictures

Hitting Broadway

(Continued from page 1)
will be at the capitol. At this theatre in addition, "Our Gang" kids from Hollywood will make personal appearances.

"The Whip", with Dorothy Mackaill will be at the Strand as well as Vitaphone featurettes. At the Hippodrome Pathe will have "Man-Made Woman" with Leatrice Joy and "Freedom of the Press" starring Lewis Stone is at the Broadway, for the first time.

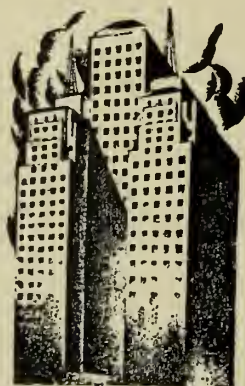
"Q Ships" a British mystery film will have its premiere at the Cameo.



TRAVELERS select the Great Northern for its wonderful location in Chicago's "loop". They return because the large comfortable rooms, homelike environment, attentive service, excellent food and moderate charges make it an ideal hotel.

400 Newly Furnished Rooms.
\$2.50 a day and up. Sample Rooms \$4.00, \$5.00, \$6.00, \$7.00 and \$8.00.

Walter Craighead, Manager
DEARBORN STREET FROM JACKSON TO QUINCY
New Garage One-Half Block



NEW YORK'S NEWEST AND FINEST HOTEL

SMARTLY NEAR THE CENTER OF THINGS

Around the corner from New York's exclusive shopping district, readily accessible to leading theatres, and railroad terminals, yet in a neighborhood socially correct and away from the noise and turmoil of the business district. The Park Central enjoys a location distinctly unique in its advantages. Come to the Park Central, New York's newest and finest hotel, where you will find advantages heretofore unknown to American hostilities — Radio outlets . . . Electric Refrigeration . . . Period Salons and Roof Patios for private social functions . . . swimming pool . . . Florentine Grille featuring the Park Central Grille Orchestra . . . other features equally unusual and desirable. Single rooms five dollars per day and up. Double rooms eight dollars per day and up.

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NEW YORK CITY

"A marvelous piece of work"

J M SCHINE
SCHINE CIRCUIT

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SYMBOLS

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NITE	Night Message
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LCO	Deferred
CLT	Cable Letter
WLY	Week End Letter

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BENO RUBEL

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IN MY ESTIMATION SYNCHRONIZATION ON MAN WHO LAUGHS IS A MARVELOUS PIECE OF WORK OF MUSIC EFFECTS AND VOICE ARE EXCEPTIONALLY WELL ARRANGED AND IS SUPERIOR TO ANYTHING I HAVE SEEN IN THE LINE OF SYNCHRONIZATION REGARDS

J M SCHINE

The Carl Laemmle Super Production—2 Negatives—SYNCHRONIZED WITH MOVIE TONE or, SILENT.

The Man Who Laughs

Paul Leni's Dramatic marvel made from VICTOR HUGO'S most powerful, and thrilling novel.

A PICTURE FOR ALL PEOPLE starring CONRAD VEIDT and MARY PHILBIN with the screen's greatest vampire, Olga Baclanova



Universal Canadian to Distribute Gaumont-British in Dominion

24-30 Foreign Films Scheduled—Auger Has Sales Force

Arthur A. Lee, Vice-President of Gaumont-British Corporation of Canada, Ltd., has arranged for the physical distribution of their pictures in Canada through the Canadian Universal Film Company, Ltd., with offices throughout the Dominion.

The Gaumont-British Corporation will have their own sales organization under the direction of Edward Auger, Managing Director. They will release from twenty-four to thirty feature pictures.

K-A-O Opens Kenmore

Keith-Albee-Orpheum's New Era Campaign includes the opening of eight new theatres to celebrate the consolidation of the Keith-Albee and Orpheum Circuits.

As its local representation in this campaign, Greater New York will on Monday night witness the opening of the new Kenmore Theatre at Flatbush and Church Avenues, with a split-week vaudeville and picture policy.

K-A-O Deal May Be Held Up in Warner Theatre Plan

(Continued from page 1)

Accepted privately by large stockholders of the Stanley Company, will give each minority holder for 80 per cent of his holdings one share of new Warner preferred stock, convertible for two years into Warner common in the ratio of \$55 per share for the Stanley stock to the extent of 80 per cent of his holdings, the Stanley shareholders also will receive one-tenth of a share of Warner common stock. For the remaining 20 per cent Warner Brothers will pay \$57.50 per share in cash.

The new preferred stock will be cumulative, probably of no par value with a dividend at the rate of \$2.20 a share until the expiration of the conversion period and thereafter at the rate of \$3.85 annually.

Thus, a holder of 100 shares of Stanley Company stock would receive at this time \$1,150 in cash for twenty shares; eight shares of Warner Brothers common stock, worth \$1,000 at last night's price of \$125 per share, and eighty shares of preferred stock convertible into 35.2 shares of Warner common, worth at last night's market \$4,400. The total value of Stanley Company on that basis would be \$6,550 for the 100 shares, or 65½ per share.

H. M. Warner announced that the class A stock of his company will be redeemed on December 1, 1928. Prior to or upon that date all class A stock must be turned over for redemption or for conversion, share for share, into common stock. The redemption price is \$17 per share, compared with yesterday's closing price of 129¾ for the A stock and 125 for the common.

The offering for Stanley Company stock is subject to approval of stockholders of Warner Brothers at a meeting to be called later. The Stanley board will recommend to its own holders that the offer be accepted.

It'll Be a Cold

Cold Winter, Leon!

At the AMPA luncheon yesterday in the restaurant of the Paramount Hotel, Leon Bamberger, of P-F-L exploitation, remarked on the freezing draft that was wrapping itself about his frail shoulders.

Evidently Leon has never heard of the Paramount Refrigeration.

12 X 12 TELEVISION

G. E.—CHAIN PLANNED

Dr. Alexanderson of the General Electric Company has succeeded in transmitting a television performance of a legitimate playlet, "The Queen's Messenger", at the laboratories in Schenectady.

The effect was that of listening to a play over the radio but in addition the performance of the players was seen in a 3 x 3 field. This size will soon be stepped up to 12 x 12 inches by the Professor.

Alexanderson predicts the creation in the future of a special chain of Television Theatres without actors, musicians, scene shifters or stage hands, receiving simultaneous broadcasts from a central station.

The Professor employed three cameras in the televising—one camera took the scenes in which the feminine lead appeared; another that of the male star and the third those scenes with only the hands of one or the other, or of various props.

JOLSON TAKES THE AIR OVER WOR MONDAY

A radio treat for motion picture fans will take place on Monday evening, September 17th, at 9:30 o'clock when Al Jolson will appear on the first Vitaphone Jubilee Hour over Station WOR in New York City and twenty other stations on the Columbia Broadcasting Chain.

The period between 9:30 and 10 o'clock every Monday night thereafter for 26 weeks will bring before the radio audience some nationally known entertainer through the courtesy of Vitaphone and Warner Bros. Pictures.

Exchange Admits New

Loew-K.A.O. Preferred

(Continued from page 1)

list September 18.

Loew's

Loew's has not shared in the strength which has developed in other amusement stocks during recent weeks. This has caused some switching from Loew's into other issues. However, there has been good buying of the stock by interests who insist that before long the stock will be brought into line.

Start 40 Theatres

The F. W. Dodge Corporation reports theatre building operations in 37 Eastern States during August, amounting to \$2,836,900. 40 projects were started in this period.

Built-to-Fit Instead of Changed-to-Fit!



Film Center Building

44th Street • NINTH AVENUE • 45th Street

THE space you now occupy was Changed-to-Fit—FILM CENTER BUILDING is Built-to-Fit—every inch of it, from ramp to roof, is designed for film exchanges—it concentrates them for efficiency—it isolates them for safety—and it embodies every device and safeguard necessary to comply with the letter and the spirit of the law—40% of the space is gone—how much of the balance do you need?

A FEW DETAILS

Fireproof storage vaults on every floor.
Basement shipping platform with ramp to street.
Special projection and inspection rooms.
Whole floors of 18,000 square feet.
Moderate rentals and low insurance.
Entire conformance with municipal regulations.

A FEW TENANTS

First National Pictures, Incorporated.
F. B. O. Pictures Corporation.
Metro-Goldwyn Film Corporation.
Educational Pictures Co. of America.
Universal Pictures Corporation.
Exhibitors Progressive Poster Company.

OCCUPANCY DECEMBER 1928

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FILM CENTER, INC., Builders . . . ABE N. ADELSON, Pres.

COLUMBIA IS DELIVERING THE BIGGEST PICTURES OF THE YEAR!

If You're a Smart Showman,
You're Cashing In With Other
Smart Showmen Who Are
Playing "The Perfect 36"
for Plenty of Profits—
Right Now!

HERE'S
ONE THAT'S
BOX-OFFICE
ALL THE WAY
THROUGH—



"The Scarlet Lady"

FEATURING
LYA de PUTTI DONALVARADO
WARNER OLAND

An ALAN CROSLAND Production

"Here's Another/ Court-Martial"

FEATURING
JACK HOLT *with* BETTY COMPSON

A GEORGE B. SEITZ Production



THE HIT
OF THE YEAR—

ACCLAIMED BY PRESS AND
PUBLIC THE MOST SENSATIONAL
PICTURE EVER FILMED!

Now Playing to S.R.O. at the
EMBASSY THEATRE N.Y. AT \$2 TOP

A COLUMBIA DELUXE PRODUCTION
with JACK HOLT DOROTHY REVER and RALPH GRAVES

"SUBMARINE"

PROFIT WITH COLUMBIA'S "PERFECT THIRTY SIX"
THE BEST BOX-OFFICE VALUE IN THE INDUSTRY!



7 COAST PRODUCERS MOVE TO STUDIO CITY

Third of 531 Films This Year to Be Made in New Colony

Looks as if Studio City and environs are going to get the play for future production activities. Property in Hollywood has become so valuable, that studio officials are selling the plants and moving out into less valuable territory.

Motion picture concerns having land holdings in North Hollywood and the Ventura Boulevard area will produce 531 pictures out of a total of 780 pictures to be made in Los Angeles under the 1928-1929 program, according to motion-picture executives. More than \$75,000,000 of the total 1928-1929 production expenditure of \$115,000,000 will be spent by studios located in or having land holdings in the new film community.

Motion-picture organization already having permanent locations in the North Hollywood-Ventura Boulevard district have assets of approximately \$250,000,000 with an annual expenditure of \$50,000,000.

The 1928-1929 program of organizations having permanent locations or land holdings in the new motion-picture community provides for the following schedule of pictures:

Mack Sennett	60
Trem Carr Productions	15
Christie Film Company	34
Lasky	274
M-G-M	52
First National	56
Universal	40

Total 531

Next year will probably be a different story altogether. There will be a lot more.

Doug's New Picture

Now in Full Blast

D'Artagnan and the three musketeers are riding once more.

Douglas Fairbanks is in active production of "The Iron Mask", the sequel to his story of "The Three Musketeers", which he made six years ago. Again Mr. Fairbanks is playing D'Artagnan, Alexander Dumas' swashbuckling hero of the seventeenth century.

Goldwyn Company East

A company headed by Vilma Banky will be sent East in the very near future to film scenes for a production, as yet untitled and written by James Gleason, which Sam Goldwyn will release through United Artists. It will have quite an amount of "talk" in it.

Howard Starts Soon

William K. Howard, Fox director, is soon to start on "Street Fair". Sets are being built at Fox Hills showing an entire Holland village. Janet Gaynor will be the star.

Withers in Cast

Grant Withers is the first player chosen to support Monte Blue in his next Warner Bros. picture, "The Greyhound Limited" which Howard Bretherton is preparing to direct. In a few days Anthony Coldeway will finish the script.

What's This?

A Santa Monica, Calif. paper reports the marriage of Rasmus Karl Gottlickor to Thias Walionski.

No interest—

It should have read Karl Dane to Thias Zaldenar and then we would know what they were talking about, for that is their "professional" names.

DEMILLE EXODUS ON WITH BIG STAFF

Cecil B. DeMille has moved to the M-G-M studio. With him went quite a cast including, Jeanie Macpherson, his special writer; Elizabeth McGaffey, research; Mrs. E. K. Adams, story department; Peverell Marley, cinematographer; Mitchell Leisen, art director (now in New York assembling material for DeMille's next picture); Roy Bruns, assistant director, and Barrett C. Kiesling, press representative.

Former DeMille people now with M-G-M include Adrian, designer and Lenore J. Coffee, writer.

Comedy Team Cast

Bobby Clark and Paul McCullough who recently arrived in Hollywood to work in Fox Movietone productions, have been cast in "The Bath Between", a two-reel Movietone comedy written by Hugh Herbert and Sidney Lanfield. Benjamin Stoloff is directing the two former Broadway comedians in this all-talking short subject.

Walsh on Location

With a carload of Movietone equipment, a score of players, and an orchestra of stringed instruments to furnish tuneful Spanish music, Raoul Walsh left Hollywood this week for Zion Canyon in Utah to make exterior scenes for "The Caballeros Way", the first 100 percent talking feature to be produced by the Fox company.

Tom Barry, who recently deserted Broadway for Hollywood and Fox Movietone production work, has written the dialogue for this O. Henry tale. Walsh will play the leading role of the "Cisco Kid" as well as direct the picture and other members of the cast who will have a chance to try their voices for the first time are Maria Al, Edmund Lowe, Farrell Macdonald, Ivan Linow, Lola Salvi and Elena Llota.

Newmeyer at Fox

Fred Newmeyer, the director, has been signed to do a picture at Fox's. It will be a newspaper story and titled "Newspaper".

Rand with Columbia

Walter S. Rand assumes the post of Exchange Manager at Omaha for Columbia Pictures Corporation this week.

Mr. Rand comes to Columbia after seven years with United Artists, five of which he spent as branch manager at Los Angeles and two years as Pacific Coast supervisor.

STUDIO GOSSIP

Bob Armstrong, Alan Hale and William Boyd will be co-featured in the Pathe production of "Leatherneck". Lina Basquette will be the girl.

Andrew Callahan, former sales manager of Technicolor, has a role in the Dix picture at Paramount.

Pola Negri has sold her beautiful Beverly Hills home. We are told that all of her remaining property will be disposed of, as his temperamental artist has decided to remain in Europe.

M-G-M is greatly elated over the voice tests of Ramon Navarro. If they give Ramon just half a chance he will make M-G-M talking pictures worth while.

We hear that Lionel Atwell, the stage star has left New York for Hollywood and Fox.

Ruth Taylor will not appear in "The Canary Murder Case". Jean Arthur has been given her part. Ruth is still at home recuperating from the Flu.

Seems funny to see Bill Haines and Karl Dane on the Paramount lot in makeup. M-G-M is using the sound stage for "Alias Jimmy Valentine".

Ruth Clifford, having been away from the screen for some time, is returning with a part in "The Devil's Apple Tree" being made by Tiffany-Stahl.

The completed cast for "Fancy Baggage" being done at Warner's is: Edmund Breese, Hallam Cooley, Wallace MacDonald, Eddie Gribbon, Burr McIntosh, George Fawcett and Audrey Ferris. Some cast.

Henry Sharp is doing the camera work on the Fairbanks picture "The Iron Mask". He did "Don Q" for Doug.

Tauzig-Gus Rogers

Join New Venture

(Continued from page 1)
film and photographic supply companies with 87 patents.

Gus A. Rogers, former general counsel of Fox Film Corporation and Fox Theatrical Enterprises, is also on the Board of Directors, as well as Fred Hochstetter, inventor of motion picture patents.

Cameraman Signed

A five year contract for the services of Allen C. Jones, cameraman, has been signed by Universal Pictures Corporation, according to an announcement by President Carl Laemmle.

Universal Films

Comedy Western

"A Dangerous Dude", starring George Chandler under direction of Walter Fabian, has been completed, according to an announcement from Universal. The picture is a two reel Western in the "Tenderfoot Thrillers" series.

FLOREY TIES UP 6TH AVE. FOR "NIGHT CLUB"

Shades of Hollywood! Paramount tied up little old New York last night, when 6th Avenue and 50th Street was roped off with the aid of the police department, to allow Robert Florey to shoot elevated scenes for "Night Club"; a two-reel picture with sound, starring Bobby Arnst.

Thousands of New Yorkers formed part of the mob scenes but one of them, a bit peeved at being held up thought the 'pitcher' guys ought to be arrested.

STERNS USHER IN 4 FOR NEW SEASON

Stern Brothers are starting off the new season this month by bringing four comedies to the screen.

This group includes one from each of the four Stern Brothers Comedies announced for the 1928-1929 market. The lead-off comedy of the new season is one of "The Newlyweds and Their Baby" comedies, featuring Snookums, the precocious child star.

The other Stern Brothers series are the "Let George Do It" series, also a George McManus adaptation; the Euster Brown series, adapted from the R. F. Outcault cartoon comics, and the "Mike and Ike" comedies, adapted from Rube Goldberg's comic strip of that name.

CULVER CITY HUMS WITH PATHE PROD'S

At the Pathe Studios in Culver City "The Spieler", a story of carnival life as being enacted by Renee Adoree, Alan Hale, Fred Kohler and Clyde Cook is in mid-production; final preparations for "The Shady Lady" and "Geraldine" are being completed; two new directors have been signed, Melville Brown for "Geraldine" and "Chuck" Reisner for "Noisy Neighbors" and two new stories are under way. Charles A. Logue is writing "The Flying Fool" for William Boyd and Paul Gangelin is at work on "The Office Scandal", to star Phyllis Haver.

MCCONNELL BACK IN PATHE SERIAL WORK

Gladys McConnell comes back to Pathe as the heroine of "The Tiger's Shadow", George Arthur Grey's latest chapter melodrama which is now in production at the Pathe Studios at Culver City under the direction of Spencer Bennett and supervision of Phil Ryan. Teamed with Miss McConnell is Hugh Allan, who has attracted attention by his work in "Dress Parade" and "Annapolis".

Miss McConnell's first appearance for Pathe was as leading lady in the human cast of Hal Roach's big feature "The Devil Horse," with Rex, the King of Wild Horses.

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 63

New York, Saturday, September 15, 1928

FIVE CENTS

OBSERVATIONS

Paramount-Pomeroy

Word comes from the coast that Roy Pomeroy, sound expert at Paramount has perfected an attachment for a projecting machine, that will make it possible for a theatre to run both prints (one sound and the other story) on one machine. If this is true, our complaint in this column some time ago that "the Paramount method was too expensive" has to be discounted a bit.

The Method

As set forth before, the Paramount method of making talking pictures is to use two negatives exposing both simultaneously. One for the voice and the other for the photography. By this means, it is then possible to develop both negatives separately and as a result bring out both the voice and photography in a manner that is entirely satisfying. BUT this requires the cost of two prints of equal footage on every subject and two machines had to be used, projecting both at the same time.

Different

With the new Pomeroy invention a better part of this cost is eliminated and the expense of running two prints of equal footage will hardly be more than the money spent in replacements on disc records, providing the exhibitor is running the disc method also.

Tests

Quite a few prominent actors and actresses in Hollywood have had tests made by Paramount using their method. And all with considerable success. We hear that through these tests Mary Pickford was finally won over to the "talkies." And it seems evident that Miss Pickford might use this method in her all-talkie production of "Coquette".

However the point of it all is some of us not in on the know and trying to estimate the value of the different methods of sound reproductions were tempted to ridicule the Paramount idea due to the great expense entailed in production and projection. Pomeroy has clipped half this off and we are told, other reductions in expense will be made as a result of work now being perfected.

WILKERSON.

Warner-R & R Supreme Deal for 8 Brooklyn Houses On

TALLEY GETS BIG WILLIAM FOX POST

Truman H. Talley, Managing Director of Fox Newsreel, has been made one of William Fox's right-hand men at the home office.

The Fox organization is highly gratified with the prestige attained and the increase in bookings of the newsreel, under Talley's management and with the fine organization he has built up.

Talley will take important detail work off the shoulders of both Mr. Fox and Winfield R. Sheehan.

CANADIAN CO-OPS FUNCTIONING 100%

TORONTO—The Exhibitors Cooperative Ltd., an organization formed some months ago for the purpose of combining their film purchasing power, vigorously denies story carried in the Review on September 11th from its correspondent "The Canadian Digest" to the effect that "his organization intended to sue several of the members who had signed originally to do their purchasing through the new association, and who had since withdrawn there- (Continued on page 2)

KENNEDY AND K-A-O OFFICIALS TO SAIL

J. P. Kennedy, J. J. Murdock and Pat Casey are due back in New York from Europe the first week in October. A big Keith-Albee-Orpheum general meeting will be held, to put into effect the plans the three executives have been making on the present trip.

Another meeting is scheduled with FBO executives, with Kennedy out to still any talk about the insecurity of his position, either in Keith-Albee-Orpheum, or FBO.

Kennedy still retains a strong (Continued on page 2)

Lasky Coming East

Jesse L. Lasky, first vice president in charge of production for Paramount, who has been in Hollywood for several weeks looking over the company's heavy picture making activities, will leave for New York on Monday.

Jack and Jill Came

Tumbling Down

"Humpty-Dumpty sat on the wall, and oh, what a fall there was," was the chant of the holders of picture stocks yesterday as they watched such favorites as Fox - Warner - Stanley and others tumble.

Warner "A" dropped 18 points to 99 and the "B", 19 points to 97. Fox went off 4 to 102½ Universal fell 7 to 24½; Stanley dropped 6 to 53¼ and K-A-O was off 2¾ to 27½.

"OUR GANG" IN TOWN AT THE PARK CENTRAL

"Our Gang" is here. Bag and baggage this troupe of six artists arrived in town yesterday and were immediately quartered at the Park Central. "Fatty" Joe Cobb, freckled Harry Spear, Jean Darling, Mary Ann Jackson, Wheeler, Farina and "Petie", the dog mascot comprised the gang from the Hal Roach Studio that will appear at the Capitol Theatre all next week.

WARNER CLASS "A" REDEMPTION FUTILE

The call sent out by Warner Brothers for the redemption of the Class "A" stock by December 1st, at the latest, after which time that class stock will cease to draw dividends, may be futile, according to financial experts of the N. Y. Times.

The stock is called for redemption at \$17. a share, plus unpaid and accumulated dividends, totaling \$21.50 a share.

Inasmuch as Class "A" is now selling at 99, it appears certain that all will be converted into common shares, which closed at 97.

Both Warners and Fox are reported making offers for the Keith-Albee-Orpheum, but neither offer has brought K-A-O Board of Directors to the actual point of merging.

Press Club Meets

The Film Press Club is again holding regular meetings on Fridays, a meeting at headquarters on 49th street having been called for last night by Tom Hamlin, President.

Makes Individual Offer for Rachmil-Rinsler Circuit

In addition to meeting with the committee of independent theatre owners of New York yesterday, for the purpose of lining up on the purchase proposition advanced on Thursday, H. M. Warner yesterday made an individual offer to Rachmil & Rinsler of the Supreme Circuit of Brooklyn, for the purchase of their eight houses.

Pending the appraisals of the majority of the 80 independent theatres in the Sapiro association, similar offers will be made individually from time to time, for either outright purchase—or 50%.

William Fox has been working on the deal to buy outright as many of the Sapiro group theatres as possible, for the past ten days and from (Continued on page 2)

BRISTOLPHONE PLAN 500 INSTALLATIONS

Budd Rogers, V. P. of Gotham Productions, announced yesterday, that, after phoning Sam Sax in Hollywood, the Gotham-Bristolphone is laying plans to equip 500 houses with their sound disc device by January 1st, 1929, and 2000 more by March 1st, 1929.

"Times Square", recently completed, will be Gotham's first Bristolphone picture. Harold Shumate, associate producer for Sax, and Alice Day, the star, are enroute to New York to add sound effects to the picture. Two sound stages are now in the process of construction at the Bristolphone studios, Waterbury, Conn., as well as two on the coast.

Fox Publicity Man Here from W. Coast

Frank Murray of the West Coast Publicity Department of Fox Film Corporation is in New York on a visit to the home-office and leaves for California next Wednesday. Frank is a Minneapolis-St. Paul off-shoot and well-known to the major theatre circuits in that territory.

\$1,000,000 Talkie Co.

The General Talking Pictures Corporation of Wilmington was formed yesterday in Delaware, with a capital of \$1,000,000, 500,000 shares of common stock.

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hempton 1514).

London Office and Correspondent: Samuel Harris "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Charlie Pettijohn and Al Steffes have buried the hatchet and in future will lie down together like the lion and the lamb, and which is the lion and which the lamb? . . . Harry Warner has ordered a million dollar newspaper campaign to let the public know all about Vitaphone pictures, and those Warner boys now have that million and so many more it is a headache to think of it . . . Miss Gladys Dillion, for ten years with Universal, was given a pre-wedding shower in the company offices, and Lou Metzger presented her with a beautiful silver service, and this is the first time a young lady has made this column . . . Lou Young is preparing to leave soon for the coast, taking his family with him and planning to make a permanent home out there . . . Al Rockett, who is here at last from the coast, plans to stay a couple of weeks, and maybe by that time it will be settled who is in control of the destinies of First National . . . Lee D. Balsly, who has been handling exploitation accessories for a long time, has been appointed to succeed Dave Bader as head of Universal's accessory department . . . Colvin Brown, who is on the coast is expected home in about three weeks . . . Paul Benjamin somewhat of a social butterfly, has been selected to put on a number of social events for the A.M.P.A. during the winter months . . . Eddie MacNamee announced yesterday that he planned to spend part of Rosh Hashonah at St. Patrick's Cathedral . . . Peter Vischer, of Exhibitors Herald and new member of the Motion Picture Club, celebrated his advent by giving a luncheon at the club for three guests and he acted as if he enjoyed the company and the lunch . . . Lou Metzger received a "Happy New Year" telegram printed in yiddish, the sender being an Irish friend named Beverly Griffith, and Lou was happy . . .

LEE FORMS BRITISH FILM SOCIETY IN U. S.

Arthur A. Lee, in association with several representative British residents of New York, has organized the British Film Society of America.

The Society plans to give a series of ten bi-monthly entertainments, afternoon and evening, at a prominent and convenient Times Square Theatre, commencing in October. Each entertainment will comprise a special British film feature, excellent music, together with novelty reels and specialties.

The object of the Society is solely to provide an opportunity to see these British productions, and at the same time have them reviewed by the American press, in order to widely disseminate their merits.

Canadian Co-ops

Functioning 100%

(Continued from page 1)

from.

They now state that Canada is functioning 100% with a cooperative movement, with no dissention.

The names of those who had withdrawn from the association, according to the "Digest" were Tom Moore head of London, Ontario and Gordon Fillman.

Kennedy and K-A-O

Officials to Sail

(Continued from page 1)

financial interest in FBO and according to a Boston financier, has no intention of disposing of that interest, some time ago, contrary to current rumors that Kennedy is through with K-A-O and E. F. Albee will again be the commanding figure.

3 Columbia Specials Score in Frisco

Columbia Pictures Corporation had several big weeks in San Francisco with the booking in rapid succession at important first run-houses of its first three specials, "The Scarlet Lady," "Court-Martial" and "Submarine."

"Court-Martial," a Civil War picture with Jack Holt and Betty Compson, went into El Capitan Saturday for a week's run, followed Sunday at Pantages Theatre by the Western premiere of the Russian drama, "The Scarlet Lady," with Lya de Putti, Don Alvarado and Warner Oland.

Booking of the two specials followed closely on the heels of the announcement that Alexander Pantages had booked the Columbia product for 1928-29.

"Submarine" will follow "Court-Martial" and "The Scarlet Lady" into San Francisco very shortly.

Crawfords O.K.

Publix officials are sending out official denials of any rift in the lute of the domestic life of Mr. and Mrs. Jesse Crawford, organists at the Paramount Theatre in New York, and assert that such rumors have arisen through a misinterpretation of one of Crawford's illustrated songs.

Reeve Files Petition

Arthur B. Reeve, well known novelist and scenario writer has filed a petition in bankruptcy in New York, listing liabilities of \$39,271.82 and assets of \$600.

UNIVERSAL TO HAVE TALKIE DEPARTMENT

Sales of Talking Picture Division in Golden Care

Lou B. Metzger, General Sales Manager of Universal, announces that Carl Laemmle has engaged Edward Golden to take charge of the Talking Pictures Division of Universal.

Mr. Golden, formerly part owner of the American Feature Film Company of Boston is organizing from the Home Office at 730 Fifth Avenue an entirely separate department. He is thoroughly acquainted with Universal product and with exhibitors throughout the country.

This department will book direct, for the time being, all of the synchronized product for which sales plans have not already been announced. The first production for the new Division will be "Lonesome", Universal's first talking picture.

Next is Universal's first one hundred percent talking picture, "Madelon", recently previewed at Yost's Broadway Theatre, Santa Ana, California. "Madelon", directed by A. B. Heath, with Walter Pidgeon, Mildred Harris, Jane Winton, Tommy Dugan and Jack Richardson, was referred to in the studio while in the making as "The Melody of Love". "Madelon" will be handled through the new Talking Pictures Division as soon as prints can be shipped.

Mr. Golden has three short talking subjects also for immediate distribution through his department. They are Bailey and Barnum, Brox Sisters and Zimmerman and Granville.

Warner-R & R Supreme Deal for 8 Bklyn Houses On

(Continued from page 1)

sources close to both parties, it is said the transaction is ready for completion and final closing on Monday.

Harry M. Warner come into this deal openly Thursday afternoon when, at the suggestion of Arthur Whyte, the group in meeting at the offices of the Sapiro organization met with him to discuss terms for a sale of some of the theatres. The meeting was adjourned until yesterday morning, at which time a committee appointed by the Sapiro group met with Mr. Warner to work out a plan. THE DAILY REVIEW was informed that this meeting was adjourned until Monday after more than an hour's discussion.

Whether it be Fox or Warner, it seems most evident that a sale will be made, thereby giving Fox, if he is the purchaser, a tremendous hold in greater New York, and if the houses go to Warner, an outlet for Warner Brothers and Vitaphone pictures, greater than that of any other organization in the metropolitan district.

Universal Premiere

"Freedom of the Press" a Universal picture with a splendid cast including Lewis Stone, Marceline Day, Malcolm McGregor, Henry B. Walt-hall, Hayden Stevenson and others will have its New York premiere at the Broadway Theatre starting Monday.

George Melford directed.

Jolson Premiere Wed.

In listing 8 new pictures coming to Broadway this week, mention was inadvertently left out of the 9th and probably the most important opening of the week, Al Jolson's premiere of the Vitaphone "Singing Fool" at the Winter Garden on Wednesday evening, Sept. 19th.

E. V. RICHARDS MERGING SOUTHERN EXHIBITORS

NEW ORLEANS.—With theatre mergers in the Northern territories taking place right and left these days, one of the most important mergers in the South is about to take, when 24 suburban independent theatres of New Orleans are organized into a two million dollar profit-sharing company, with E. V. Richards, President of Saenger chain of theatres.

Audits are now being made of each theatre to be given stock in the new company in proportion to the value of the property put into the merger.

Some of the 24 houses will be scrapped and the balance brought up to date and wired for sound pictures.

Richards is said to be the sponsor for the merger plan and is reported to be interest in half a dozen houses in the 24.

DAVE BADER GETS SCHLANGER "U" POST

Dave Bader, for the past three years manager of Universal's department of accessories, has been promoted to the post of Assistant to the Eastern Sales Manager, Ted Schlanger. Bader in his handling of the accessories is thoroughly familiar with sales practice and with the exchange managers and salesmen. His enthusiasm, energy and knowledge of the field will find a splendid outlet in the Sales Department.

At the same time, Lee D. Balsly has been made accessory manager.

Darst Proud Daddy

James E. Darst, Managing Editor of Fox News is wearing a wide grin these days around the home office, the reason being a baby daughter, eleven days old.

CINEMATOGRAPHERS

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PICTURE REVIEWS

"THE CIRCUS KID"

FBO
Directed By.....George B Seltz
Featuring.....Frankie Darro,
Joe Brown, Poodles, Hanneford,
Helene, Costello, Sam Nelson
Photography.....Phil Tannura

Picture has several good qualities in Darro, Poodles Hanneford Circus performers and a good climax, added to a story of circus life. There is nothing else however to get it a first-run showing in the big towns. Story is slow, titles ordinary and Brown who had a big one in "Hit of the Show" is buried in this one. Picture is average entertainment but may get break through Darro's work.

An orphan, runs away from the institution and becomes part of a circus—he is made a pal of an ex-lion tamer who finally overcomes his fear of the king of beasts with the help of the orphan. That his girl does not love him finally is realized by the hero. The circus, back in the orphan's home-town is giving a performance during a heavy storm, the big lion-tamer is clawed by the cats and saved from death by the orphan and the ex-lion tamer who dies.

"THE CITY WITHOUT A HEART"

Japanese—Kato Edugechi
Produced in Japan
Featuring.....Komako Sunada
Picture with Japan's greatest artist—an exposition of pictorial art—story embodying Japanese stoicism and fatalism—romance of France and Japan—With judicious cutting will prove novelty.

Leading lady, cross between Jetta Goudal and Greta Garbo, is abandoned by her husband—thrown upon the world she would commit suicide but is saved from drowning by young sculptor. She gets work in a Club, meets her husband who causes quarrel in sculptor's studio; husband is shot by wife. She takes to drink and finally dies in a hovel.

"HOME JAMES"

UNIVERSAL
Directed by.....William Beaudine
Featuring.....Laura La Plante,
Charles Delaney, Arthur Hoyt
Sprightly vehicle for La Plante, full of non-sensical situations which are nevertheless laugh-provoking in many spots—Delaney gives capable performance as does Arthur Hoyt—La Plante is not given any opportunity to wear attractive clothes and her appearance suffers

Girl art student comes to big town to make good and her come down finds her selling art in department store—love affair with store owner's son develops, girl, however, thinking he is just a chauffeur—girl's relatives come to city to find out how she is getting on and in a pinch the wealthy hero offers her his own home for appearance sake—ensuing mix-ups between the son and his father cause the store owner to be thrown in jail as intruder in his own home—explanations are forthcoming and everything ends well.

"KREUTZER SONATA"

M. S. Films (German)
Directed by.....J. Machaty
Featuring.....Eva Byron
and Jans Petrovich.

Story founded on Tolstoy's noted novel and produced in the typical Continental heavy manner—Film has been crudely cut for the American market and direction of the picture is not too expert.—Cast fair—Should go well in cinema-art theatres and foreign neighborhoods.

A railway traveller tells his fellow journeyers, out of a clear sky, that he has committed a murder, caused by jealousy and the eternal triangle, wherein he discovers his wife having an affair with a violinist. The action flashes back and forth from the traveller telling the story to the actual occurrences.

The woman, Eva Byron does creditable work although she is not the type American audiences like—Petrovich as the jealous husband has a good sense of dramatic values.

"HEART TO HEART"

FIRST NATIONAL
Direction.....William Beaudine
Featuring.....Mary Astor,
Lloyd Hughes, Louise Fazenda,
Lucien Littlefield.

This is a "weaksister" to "Mr. Frisbee's Princess," so ably produced some time ago. Here we have the story of an American girl who, having married a prince in Italy, returns after several years to her home town in America unrecognized for a time with the ensuing monkey-shines. The picture has practically no love story, making us wonder just where the title fits in, and is for the most part very slow moving. The burden of entertainment falls upon the always capable shoulders of Louise Fazenda, who as usual gives a great performance. William Beaudine's direction is excellent throughout in spite of the weak story and small time gags. The best we can give this is "fair program."

"MAN-MADE WOMAN"

Pathe
Directed by.....Paul L. Stein
Featuring.....Leatrice Joy,
H. B. Warner.

Production stands out because of splendid work of Miss Joy and Warner, but theme is somewhat trite. Director has labored to turn out a fast moving picture through many dissolves which run a bit too fast—Settings tone up the production, and it should do well as a program attraction. John Boles might do better work if he could loosen up his expression and gestures.

Husband cannot allow his wife to retain her own personality and desires, but wishes to mold her into his conception of a what a wife should be. This outrages the wife, who leaves him, although she loves him—an old admirer reappears on the scene and though he desires her, agrees to help her win back her husband, provided she comes to him, if the plan fails. She wins the stubborn and proud husband back, through feminine lures.

"READY, SET, GO!"

Greclago Production
Directed by.....Ray McCarey
Featuring.....Spec O'Donnell

A fine comedy, clean and spontaneous with youthful zest—the cast is well balanced and the whole family will enjoy this one.

The story is about a boy whose uncle has mortgaged the farm to provide him with a college education. The lad, of course, is frivolous and he takes the school idea as an opportunity to display a barrel of tricks. At college Spec accomplishes many things through no endeavor of his own, but fate is with the freckle-faced kid. It is a simple story, plainly told of the boy who goes from the farm to college and how!

Muriel Montrose, Bruce Coleman, Joe Cobb and Joe Young fill their parts capably.

"BLACK BUTTERFLIES"

Abe Carlos Prod.
Directed by.....James W. Horne
Featuring.....Jobyna Ralston,
Mae Busch, Lila Lee
Photography.....Max Dupont

An interesting and different story, which has some bad implausibilities—such as a woman dying from childbirth, getting out of bed and playing a farewell song on the piano—needs recutting for proper eliminations. Excellent cast does wonders with this one.

A young and headstrong girl orphan is left a large fortune—she wants to forget her horrid life and runs wild becoming mixed up with a group of wasters pleasure-bent, known as the Black Butterflies. When her allowance is stopped, she marries a young lawyer for convenience. Returning from their ill-spent honeymoon, the girl crashes into another car, blinding her husband. The accident closing his eyes, opens hers and she is reborn during the husband's convalescence.

Sound Featurettes

"COOPER AND STEPT"

VITAPHONE—FEATURETTE
Three good original songs are put over in this short pianolog. In order of presentation they are "Beside a Lazy Stream" by Bud Cooper lyricist, second, a solo by Stept, "High Life made a Low Life Out of Me" and finally, another by Cooper, "No One but My Tootsie."

Stept is not a newcomer in these Vita shorts having appeared with Al Bernard and Frank Kamplain as the Record Boys.

Numbers are appropriate and are gotten across with good effect. Enjoyable and should be booked.

"CAUGHT IN FOG" TRAILER

Vitaphone—John Miljan
Trailer for forthcoming Warner release, introduction delivered by

Miljan, whose personality without make-up does not get over so well as in "The Terror." All Vitaphone trailer speakers ought to appear in character from the picture introduced.

"JOE HOWARD"

VITAPHONE—FEATURETTE

Entertaining for older folks who heard and enjoyed Joe Howard on the stage for two decades. Wasted on an audience of the younger generation upon whom they would have no effect. Howard sings four songs, two of which are "Dreaming" and "Who's Kissing Her Now" both of which were popular years ago. A mediocre song act to be used in case of necessity. Howard's appearance on the screen is quite satisfactory. Accompanies himself in due melody.

"JIMMY LYONS"

Vitaphone-Warner Bros.
Vaudevillian puts across dandy monologue bit. Will delight all audiences.

This is not the first time Jimmy Lyons has appeared in the talking films, and those who have seen him before will be certain to want to hear him again. He records exceptionally well and the matter he chooses always gets across big. This time he makes one of his political speeches and hits a home run almost every time he goes to bat.

"SINGING FOOL" TRAILER

Vitaphone—Al Jolson
This advance theatre trailer on "The Singing Fool" just completed by Jolson is a treat and is almost as good as a 10-minute vaudeville

monologue. Jolson is Jolson and he devotes most of this talk to his trip abroad and other wise-cracks.

"TUNING IN"

Vitaphone-Warner Bros.
Directed by.....Bryan Foy
Good idea with novel angle, but doesn't quite make the grade as good entertainment.

Both the broadcasting end and the receiving end of the radio are shown, the announced acts are burlesqued, with the announcer being exhibited as doing nearly all the stunts himself. This faking is amusing. For instance an announced tap dance is accomplished by the beating of coconut shells together. But the listener-in at the finale is no longer amused and is not loath to show his rath.

Recognizing the fact that changes in method come in the splendid advancement of the motion picture industry, the Eastman Kodak Company continues its own forward march and maintains its supremacy in presenting to the trade

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ROCHESTER, N. Y.

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 64

New York, Monday, September 17, 1928

FIVE CENTS

OBSERVATIONS

"Mother Knows Best"

It was quite evident, from the number of woman with minor off-spring in tow at yesterdays opening of "Mother Knows Best" that a great many people must have been under the impression that herein lay a great lesson for the "younger generation." On the contrary, in this Edna Ferber story, so admirably presented, is taught the difference between Mother love and "Smother love" and it points an accusing finger at the parent—not the child.

Silence

We heaved a great sigh of relief as the picture began to unwind itself in the dignified silence dueto such an unusual and beautifully played story. When it did burst into sound, the sound was expected because that particular situation warranted it and the "talkie" sequences in this instance in no way marred the production.

Speeches

The solospeeches and conversation in "Mother Knows Best" are by far, the best that have been foisted upon us in this form of entertainment, and yet even in this instance they are by no means worthy of the excellent drama of which they are a part. But we wont quibble about that—because even if the dialogue is so much "hokum"—the picture is not. It is excellent.

"Mother Knows Best" is distinguished by very good direction, an exceptional story, the fine performances of Madge Bellamy and Barry Norton; and the superb and almost overshadowing work of Louise Dresser.

Expensive

A lot of money has undoubtedly gone into this production, and in our opinion is has been well spent. It is amazing to note the change for the better in the acting of Miss Bellamy who has been playing ga-ga parts so long. We think too that Fox has a "comer" in Barry Norton, who shows great ability and has that sympathetic appeal. Louise Dresser, however, sweeps all before her as the Mother whose domination and ambition nearly ruins the lives of all three.

We noted too with appreciation, that the scenes behind the lines in the war sequences were finely done, and that no attempt was made to "copycat" from "The Big Parade", "Wings", et al. Three loud cheers.

It looks as tho when it comes to buying a corking story and sticking to it—"Fox knows best".

WILKERSON.

FOUR SOUND STAGES BEING BUILT AT PARAMOUNT

Immediate construction of four new sound stages at the Hollywood studios of the Paramount Famous Lasky Corporation is planned with ground for the new structures to be broken today, it was announced by Jesse L. Lasky, first vice president.

Mr. Lasky's announcement follows the return from New York of Frank A. Brandow, studio manager, who left for the East two weeks ago with construction plans. These were originally formulated by Roy J. Pomeroy, director of sound effects at the west coast studios, in collaboration with leading electrical and acoustical engineers of the Western Electric and Bell Telephone companies, and call for the erection of the most modern type of sound stage made possible by scientific research and development.

Each of the four stages will be 70 feet wide by 100 feet long. The structures will occupy a site behind Stage 4 on the Paramount lot in Hollywood, and will be constructed of special materials designed to prevent all extraneous sounds and noises from entering the building, and to eliminate echo and resonance within the various stages.

Bow in New One

The next Clara Bow picture will be "The Saturday Night Kid". She will have a new face, as her leading man in this one, a European find of Jesse Lasky, Frederick Sands, by name.

French Want Quota Removed

FRED FLECK IN N. Y.

Fred Fleck, former casting head of the Paramount Astoria studio and more recently assisting Howard Hughes in the production of "Hell's Angels", arrived in New York today from Hollywood to take up his duties and casting director for Paramount in the eastern studio.

WARNER SETS FREDERICK

Warner Brothers have signed Pauline Frederick, the well known stage and screen actress, to a four year contract, according to Darryl Zanuck, west coast production manager for this organization.

This noted actress will appear in all-taking pictures. Several well known plays are now under consideration for her and one in particular is being negotiated for.

Pathe News with Sound RCA Furnish News Trucks

NA. EXCHANGE CLUBS HELP FOX PICTURE

In an effort to increase interest in aviation throughout the United States and to focus attention on the need for airports and definite markings for cities along air routes, some 800 National Exchange Clubs throughout the contry have joined with the Fox Film Corporation in exploiting "The Air Circus". This picture, which deals with the problems of commercial aviation, has been recommended by Walter W. Hubbard, the president of the New York Exchange Club, to all the club members throughout the country.

Through their national secretary, Herold M. Harter, of Toledo, Ohio, this organization plans to cooperate with all theatres showing "The Air Circus" in an effort to further stimulate interest in aviation.

Writing to William Fox, Mr. Hubbard said: "The writer, who was in the photographic service during the recent World War and witnessed the aerial activities at St. Mihiel, had the privilege of seeing your new picture 'The Air Circus'.

"Although I saw it on the anniversary of the St. Mihiel drive, I am thankful it was not a war picture. From a photographic standpoint, as well as an aviation standpoint, the picture was a pronounced success. I will not qualify my endorsement of it in any way; it is clean, up-to-the-minute, and technically correct, and we shall unstintingly recommended it to our friends."

First Issue Released at an Early Date

The long awaited Pathe News, with sound, is soon to be a reality, as this company received the first of several News trucks from the Radio Corporation of America Saturday, and it was put into action along Broadway at once.

The Pathe truck is a portable visual and sound recording equipment with a visual camera range of 2 miles and with a tonal range of 87 metres. With this range in both sound and photography the truck will be able to capture news events in their actuality.

Pathe home office officials were so elated with the delivery of this first truck that photographs of it were made and were telegraphed by the A.T.&T.Co., to the Pathe branch offices throughout the country where sales meetings are being held simultaneously.

GOLDWYN'S FOR B'WAY

Samuel Goldwyn, United Artists producer, has three pictures headed for Broadway. "Two Lovers" the Coleman-Banky co-starring production will be seen at the Rivoli September 22, being it's first time at popular prices. Around Nov. 15th. "The Awakening" Vilma Banky's first starring picture, will follow "Two Lovers" into this Broadway house. Shortly after that, at the same house, the Joseph Conrad story, "The Rescue" will be shown. This production presents the young French star, Lila Damita, in her first American made picture.

FOX NEWSMEN HERE

Ettore Villani, Rome Staff of Fox Newsreel, Hans Pebal, Vienna Staff and Frederic Fesneau, Paris Staff, are visitors of the Home Office organization in New York at the present time, and are checking up on all the improvements, since they were away. They will be returning to their posts in a month or so.

Farrow Sells Another

John Farrow, young Paramount writer, has sold another story to that organization. It is "The Haunting Melody". The story will be put in book form by Farrow and released before the picture is out.

(Continued on page 2)

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

W. R. WILKERSON, Publisher and Editor

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Joe Blair, West Coast Representative, 1255 Laramie Avenue, Los Angeles (Phone Hempsick 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Distributors, 259 Spadina Ave., Toronto, Canada.



NEW YORK—Billy Rayner, of Pathe, says his conscience wouldn't let him even play golf on this holy-day so he put in the time by working all day in his office . . . E. E. Shaner, head of Paramount's foreign business, has become a regular for luncheon every day at the Motion Picture Club . . . Nick Schenck and Joe Schenck, who have been Ike & Mike in almost everything since they were boys, have split in politics, Nick being for Al. Smith and Joe for Hoover, and so it goes . . . Manfred E. Lee, publicity demon for many years, has joined out with Victor Shapiro at United Artists, and Vic's getting a lot of the good ones . . . Bruce Gallup got away to a good start for Florida, and at the last minute discovered that the traveling bag presented to him by the A.M.P.A. would hold something else besides clothing . . . Gus J. Schaeffer, general sales manager for Paramount in Central Europe, is in New York for a series of conferences with his company officials . . . Sam Spring, who recently resigned from First National, has resumed the practice of law and has established offices in the Bar Building . . . Sidney Singerman who helps hold down a large end of Universal, has gone to Atlantic City for a two week's vacation and thinks that will give him time to get his batting eye back in good working condition . . . Eddie Golden, now with Universal, hopped over to Boston to spend the yontiff with the home folks and gets back on his busy job today . . . Truman H. Talley, old time newspaper man who has been bossing the Fox Newsreel job for the past year or so, has been given a big jump up by being made one of Mr. Fox' personal assistants in the home office . . . Jesse L. Lasky is expected here from the coast on Friday for a stay of several weeks and will pay a lot of attention to the Paramount sound studio in Long Island City . . .

HART BUYS BUCK JONES

Charles F. Schwerin, general manager of the Buck Jones Corporation, yesterday closed a contract with Harry Hart of Hart Pictures Corporation of Milwaukee for territorial rights to "The Big Hop" and forthcoming Buck Jones Productions. The Hart Territory comprises the Northern Peninsula of Michigan and the State of Wisconsin.

French Want

Quota Removed

(Continued from page 1)

the American movie has kept open the door of more than one cinema palace in France.

Now there is a cry on all sides for the removal of the quota restrictions and it seems this cry will be heard before 1929 sets in.

The French producer is being ridiculed, not only for the quality of his product but for his yells at "reprisals" at the time the quota was being considered. The public are now aware why, more French films have not found a market in America. They are convinced that it is not through a heavy taxation or the desire of American producers to keep their market clear for their own product, but the fact that French made films have no sufficient quality to break into the American theatre.

There are moves on in every direction to remove the quota. French exhibitors are to carry on the fight being backed up by the French public.

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That accounts for the steady
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DAILY REVIEW

DORIS ANDERSON SIGNS PARAMOUNT CONTRACT

Doris Anderson will remain with Paramount as a scenarist and original story writer, it became known when the studios announced that the popular authoress had affixed her name to a new contract.

Miss Anderson, a graduate of the University of California, a former newspaper woman and publicity agent, joined Paramount several months ago and since that time has been kept busy on screen productions. Of late, she has been responsible for the "Three Sinners", screen play, upon which she collaborated with Jean de Limur, and on the screen play for "Half a Bride", Percy Heath co-operating on that. At the present time, she is preparing and original, "The Wolf of Wall Street", for George Bancroft.

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The
DAILY REVIEW

CARRIER STARTS NEW BEAUTY CONTEST

Appreciating the fact that bathing beauty contests and contests looking for the girl with the greatest personality, etc. have always been exceptional box office features at various seasons of the year, James A. Carrier, formerly general manager of exploitation theatres for the Universal Film Corporation and quite recently General Manager for the Schine Theatrical Enterprises, has hit upon the original idea of sending scouts into the European country and there select one representative beauty from each foreign country and bring her back to America for a tour, playing every important theatre in the land, in a most elaborate revue. These girls so selected will be required to have individual talent, so that their presence in this revue will mean more than just a mere walk across the stage, as talent will be as important to the girl winning this tour opportunity as will her beauty and perfectness of form.

Upon arrival of these foreign celebrities in New York Mr. Carrier has arranged for them to tour on their own \$35,000 palatial trackless train which is now nearing completion in Indianapolis. The train will be built similar to the Metro-Goldwyn-Mayer trackless train which is now enjoying its fourth year of a world tour by a visit to Australia.

ZAKORO ENTHUSIASTIC

According to Zakoro Film Corporation, "the use of foreign pictures in American theatres is increasing, and may possibly in time outstrip in popularity the home-made product."

Zakoro officials further believe "that American producers are more and more copying the foreign method of production." "The company has five European productions ready for distribution this season, including French and German make." "Mother of Mine" one of the five bears most promise of a box-office knockout. Meanwhile "Potemkin" is being widely booked throughout upper New York and New Jersey.

Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

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WILLIAM FOX

PRESENTS

“The River Pirate”

A

William K. Howard

PRODUCTION

The Perfect Talking Pi



It's a lovely, tender,
emotional story built around
a boy and a girl alone in a big city—
with a background of Coney Island — a
picture without a villain—

When you HEAR the delicious dialogue between these
two lonely youngsters—the catch in the girl's voice
when the boy whispers "you're wonderful"—you'll
say it's a marvel—YOU'LL say it's wonderful!—

Because it is different—new—refreshing—and it's Carl Laemmle's wonder
picture, starring Glenn Tryon (the "hooper" of Broadway) and Barbara
Kent—a Paul Fejos Production supervised by Carl Laemmle, Jr.—
Universal-Movietone with music, sound effects and dialogue.

Two Releases—Silent and—with Sound.

LONE

Picture *has* Arrived!



PARAMOUNT SOLVES TWO NEGATIVE TALKIE

By Special Correspondent

HOLLYWOOD — Roy Pomeroy, sound expert at Paramount, is said to have perfected a machine that will project the two negatives, necessary in the sound method now being used by his organization, on a single projector, instead of two now required to screen subjects by this device.

The idea of the reproducing attachment, consists of a standard projector plus a film rotating, attachment for the separate film, recording the voice. It can be attached to the regular Movietone installation at a very small cost, and this in turn can be attached to any existing projector by utilizing the Movietone or Vitaphone amplifiers.

If Pomeroy has what he is said to have, this will settle a lot of uncertainty on the part of many exhibitors who have seen reason to favor the method used by Paramount due to the fact they have experienced quite an expense with the disc method in that a disc can only be run a few times and after that a new one will have to be used, and this runs into quite an item. With the voice on a separate negative, without having to be run the negative through an intermittent, the wear and tear on this film will be negligible and at hardly any expense for replacements. The rub has been up to now, the compulsion of using two projectors at the same time, thereby doubling operators, etc.

M-G-M Talkies

Metro-Goldwyn-Mayer have listed the following productions under the classification of "talkies".

"Alias Jimmy Valentine" — William Haines
"The Belamy Trial" — Featured Cast — John Gilbert
"Thirst" — John Gilbert
"The Pagan" — Ramon Navarro
"Buddies" — Marion Davies
"A Man's Man" — William Haines
"Dumb Dora" — Marion Davies
"Broadway Melody" — Georgie Price
"The Last of Mrs. Cheney" — Norma Shearer
"Nize Baby" — Featured Cast
"Wonder of Women" — Featured Cast
"The Bridge of San Luis Rey" — Featured Cast
"The Trial of Mary Dugan" — Featured Cast
"The Little Warrior" — Marion Davies

Fox Signs Carmel Meyers

The Fox company has signed Carmel Meyers for a picture to be known as "Bath Between" which Ben Stoloff will direct. Naturally it will have plenty of talk.

Hollywood Invention

There is a fellow in Hollywood who does not like the talkies. He is an inventor. Accordingly he has invented and put on the market a set of "ear plugs" to be inserted by patrons for use in theatres showing talking pictures.

We understand he sold 1,000,000 the first week.

Address furnished on application.

STUDIO GOSSIP

Helen Ware, well known stage actress, is at the Fox studio. She has the title of "vocal trainer for Movietone".

Johnny Hines is in trouble again. Same trouble as before. He is about to start a new picture and has no leading lady. Johnny is not hard to please, but—well in this instance he must have one with a good voice in addition to the qualifications formerly desired. His new production "A Pair of Sixes" will soon be under way. It will be an "all-talkie".

Victor Varconi is not at all worried about the talkie situation. Victor has had considerable stage experience, has a good voice and speaks eight different languages.

Alice Gentle, the opera singer, is in Hollywood and will open a school for vocal training.

Allen Dwan directing Douglas Fairbanks in "The Iron Mask", holds the record for directing a star of such prominence. He has been the director on eight other Fairbanks pictures.

Alf Goulding, former Mack Sennett director, has been signed by M. G. M. His first picture will be the Dane-Arthur comedy "All at Sea".

Charley Chase has gone and shaved his mustache. Wonder if the fans throughout the country will recognize him?

Walter Lang, the director, has been signed by Tiffany-Stahl to direct "The Spirit of Youth".

Joseph Henabury will direct the Reginald Denny, Universal, all-talkie, "Clear the Deck".

William Powell, Paramount actor pulled another fast one. Here it is—"As welcome as hay-fever on a sound proof stage".

Arthur Lake, Universal player, is going to open a restaurant in Hollywood. It will be called "The Lantern".

Joseph Diskay is the first "talkie-double". He has been retained by Warner Brothers in this capacity. His voice doubled for that of Warner Oland in "The Jazz Singer". That was so good the contract followed.

Reginald Baker will make "New Orleans" as his next production for Tiffany-Stahl. Ricardo Cortez will have the lead, Alma Bennett will play opposite.

Aimee to Paramount

Coast reports have it that Aimee Semple MacPherson will make at least one picture for Paramount. The contract is said to have been signed before her departure for Europe and production will start Jan. 1. It will be a sort of propaganda yarn with Aimee in the role she has been acting for the past few years.

Hollywood Previews

"FLEETWING"

Fox
Directed by..... Lambert Hillyer
Cast..... Barry Norton
Dorothy Janis, Ben Bard and Fleetwing.

Photography by..... Frank Goode.
This is a good picture. A tale of the desert, a dashing young hero, his sweet little princess, a stern, bad father, a lot of villains and a horse. The type of picture you see with little expectations and come out with a big smile of surprise. The direction and photography are excellent, the acting first rate and every advantage has been taken of the material at hand. This will please any audience anywhere.

"TIMES SQUARE"

Gotham
Directed by..... Joseph Boyle.
Cast..... Arthur Lubin,
Alice Day, John Miljan, Emil Chautard.

Photography by..... Ray June.
Gotham should be commended on this one. It is an excellent picture, has some drawbacks here and there but on the whole it is good entertainment and after all what else is expected. It is a story along the lines of "The Jazz Singer" and concerns a composer who seeks a career as a writer of popular jazz tunes. There has been some bad casting and the film slows up a bit in the middle of the picture, but these faults are overbalanced by the background, the story appeal and general production. You will like this one and it will get business.

"ME, GANGSTER"

Fox
Directed by..... Faoul Walsh
Cast..... June Collyer,
Anders Randolph, Burr McIntosh,
Gustave Von Seyffertitz, Don Terry.

Photography by..... Arthur Edison.
This is an unusual picture. The story has been taken from the Saturday Evening Post story of "The Diary of Me, Gangster" written by Charles Francis Coe. It's screen presentment is a bit different than most any picture we have ever seen. There is a powerful punch to the story and all it is a wow of a picture. Raoul Walsh again comes to the fore with a mighty concerning a young boy growing up in vicious surroundings and gangster life. Fox might well feel proud of this picture.

"HAUNTED HOUSE"

First National
Directed by..... Benjamin Christiansen
Cast..... Montague Love,
Chester Conklin, Thelma Todd,
Edmund Breese, Barbara Bedford.

The star of this picture is unusual and impressive. It gets off with a bang. It is a mystery story and almost every device and subterfuge known to the cinema have been resorted to. But the mystery sort of falls short. There is no great menace due to the fact that the characters in the story are menaced with such indefinite powers that it is hard to get the audience worked up with any alarm. The direction is good, the photography excellent and the cast is meritorious. The picture will be materially helped by sound effects which we are told are going to be added by First National.

"THE ALBANY NIGHT BOAT"

Tiffany-Stahl
Directed by..... Al Raboach
Featuring..... Olive Borden,
Ralph Emerson

Photography..... Ernest Miller
Director and cast do well with a weak story. Borden is attractive enough and Emerson sufficiently handsome to please the critical. Will be O.K. for an open date for audiences which like scenes of New York.

Betty, a nice girl, is out yachting with her boss, who attempts to attack her, but she is saved in the nick of time by the hero, who is working on the boat and who is also employed on the Albany Night Boat. The hero and his pal, both in love with the girl, strive to win her, but after a trip to Coney Island, the hero marries her, but take in his pal as a boarder. As is the case with boarders, he makes a play for the wife and a bloody fight with the husband ensues, with all ending well for husband and wife.

"THE MIDNIGHT LIFE"

Gotham
Directed by..... Scott Dunlap
Featuring..... Gertrude Olmstead,
Eddie Buzzell, F. X. Bushman.

Photography by..... Norbert Brodin
Rates as on 85% picture, with situations like some of those in the play "Broadway". Cast is splendid, with director getting credit for bringing out their best work. Tinting could be improved upon. A colorful type of picture which many houses will want for the crowds which like Broadway stuff.

Owl Cafe is hangout for band of silk thieves. The leader is a respectable citizen of the highest society, in his off moments. His identity is known, but he is not tampered with until a detective is murdered.

The murdered man's pal takes a hand in avenging the death of his friend, and he cleans out the den of crooks, wins the girl for himself, and the villain meets a dire fate through his own machinations.

Monte Carter. Cosmo Kyrle Bellw, Buzzell and Carleton King do noteworthy work.

"THE FARMER'S DAUGHTER"

Fox
Directed by..... Norman Taurog
Featuring..... Marjorie Beebe
Arthur Stone.

Photography..... Joseph August
Burlesque of farm life which will go well in the big cities—the kind of film which will cause adult audiences to laugh despite themselves—Marjorie Beebe mirth-provoking comedienne; Stone natural comedian.

City slicker is after farmer's daughter's money. Hired hand is in love with her. He is the inventor of a cheese-wrapping machine which city slicker is promoting, with the object of escaping with the hard earned savings of the farmers who have put their money into the machine. The slicker escapes with the money but is captured by the farmer's daughter.

This one is reminiscent of Senne slap-stick comedies with a time-worn plot and hokum. At good price on double bill will do nicely.

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 65

New York, Tuesday, September 18, 1928

FIVE CENTS

OBSERVATIONS

"Talkies"

The Fox production of "Mother Knows Best" points out one of the main difficulties being encountered by talking pictures and that is PROPER DIALOGUE. What might be good on the stage, will not necessarily, be good for pictures, for in combining the art of the silent drama with that of the stage the main trouble is going to be centered more on the proper dialogue than anything else. Fox assigned Eugene Walter, rather prominent writer, to suggest the dialogue for this production, and are, no doubt, paying him quite a bit of money in the belief that he is the right man. They might as well have gotten Owen Davis for this task, it would have cost them more money with probably the same effect.

Dialogue

In this production Fox has used good judgment in timing the dialogue for the proper moment but the words put into the mouths of the artists do not seem to carry sufficient weight for those important sequences that have been used. To our way of thinking, Fox has done a good job with the recording, but Walter failed miserably with the dialogue. The silent production seemed to be of such excellence and the spoken words, rather ten, twenty, thirty. Why wouldn't it be more sensible, to have the schooled picture writer, the man who did the screen play, knowing pictures as he does, write the dialogue.

Impression

It is our impression that the talkies are due for a terrific slump in the very near future, due to the bad one's being made. This is to be expected for this novelty is still in the experimental stages. But the public is not interested in experiments. They want to be entertained and having seen our present talking pictures, have been entertained to the extent of seeing a novelty, but the novel aspect will soon wear off and they will insist on the real "goods" or fight shy of them. It's going to take some time to produce the real "goods" even considering the rapid advance to date, and until this is done (and it will be done) business in talking pictures will not be so good.

WILKERSON

Canadian DeForest Files Patent Suit Against Famous Players Movietone Show

GRAINGER RETURNS --SOUND GOING BIG

J. R. Grainger, general sales manager of Fox Film Corporation, returned yesterday to his office in New York after a seven weeks sales tour throughout the United States. "Sound pictures," he said, "were making big financial showings everywhere, with exhibitors in small towns crying for installations." He predicted that 3000 theatres would be wired for Movietone by next September.

White Coming for Big Hammons Conference

Jack White, president of Jack White Productions and E. H. Allen, general manager of the Educational Hollywood studios, will be in New York tomorrow for conferences with E. H. Hammons and other Educational executives.

Talking picture comedy production will be discussed and the 1929 production program as well.

Control World-Wide

World-Wide Pictures, Inc., has issued \$1,000,000 in Preferred Stock which has been fully subscribed to by the companies represented by J. D. Williams, John Maxwell and E. H. Hammons.

The stock issue has been floated by Dillon Read and Co.

Film Receipts Week Ending September 15

Astor	"White Shadows"	\$ 19,792.50
Capitol	Cardboard Lover	\$ 61,273.60
Central	Lilac Time	\$ 15,481.75
Cameo	Dawn (2nd)	\$ 5,658.
Gaiety	Air Circus	\$ 10,430
Globe	Red Dance (Last)	\$ 8,520
Criterion	Wings	\$ 13,012
Paramount	Heart to Heart	\$ 75,400
Rialto	The Patriot	\$ 34,600
Rivoli	The Tempest	\$ 24,900
Roxy	Fazil (2nd)	\$102,603.50
Warner	Terror	\$ 20,791

African Injunction on Tunney-Henney Fight

Cinemas, Ltd., have secured an injunction preventing the African Theatres, Ltd., from showing the Tunney-Heeney fight films in the Cape District. Cinemas, Inc., a rival of the African Theatres secured rights to the film from the Goldhawk Company in New York.

Universal Complete Service Booked for Entire F & R Chain

"Docks" Breaks Record

"Docks of New York" directed by Josef von Sternberg and starring George Bancroft, broke all existing records for week-end business at the Paramount theatre, here, where it opened on Saturday.

The picture grossed \$35,116 on the Saturday and Sunday business, approximately \$4,000 more than ever was taken in at the Paramount box-office since the opening day.

The Jewish holidays were partly responsible for the phenomenal gross.

Arrangements have just been completed between the Universal Pictures Corporation and the Finkelstein & Ruben theatre circuit which will put Universal's entire line-up of 1928-1929 pictures, except the supers handled on an individual basis, over the north-west chain.

Negotiations with the F & R executives was held for Universal by M. Van Praag, western sales director for "U" who went personally to Minneapolis, representing Lou B. Metzger, general sales manager of the Laemmle organization. Edmond R. Ruben, film buyer for the big chain, was the other principal. George Ross "U" manager in Minneapolis, and Joe Jacobs, "U" manager.

(Continued on page 2)

Seek to Stop Montreal Palace Presentation—by Injunction

Infringement Charge

The DeForest Phonofilm of Canada, Ltd., has brought suit for \$25,000 damages against the Famous Players Canadian Corporation for patent infringement, and is asking for an injunction restraining the owners of the Palace Theatre in Montreal from continuing to use the apparatus now employed, and from using any motion picture film having incorporated in them any sound record for reproduction in a projector.

The Palace on September first, under direction of George T. Rotsky, manager, presented the first sound picture program in Canada, with an initial program of Movietone embodied in "Street Angel," and other

(Continued on page 2)

OTTERTON AND KNOX RETURN FROM LONDON

J. E. Otterson, president of Electrical Research Products returned last week from England, after arranging to issue licenses to producers there, as well as to promise sound equipment for Victor Sheridan's Wembley studios. H. G. Knox, one of the directors of Western Electric also returned with him. The British Sound Film Production, Ltd., subsidiary of British Talking Pictures, Ltd., have arranged a program of six full-length features in sound, the first being "Sinews of War", and 26 one-reel talkie and sound subjects and talking animated cartoons, at their studios in Wembley.

K-A O Kenmore Opening Attracts Notables

took place last night before an audience which included many distinguished guests. Social, political and theatrical celebrities were present.

The official inaugural ceremonies attending the opening of the Keith-Albee Kenmore Theatre in Flatbush

Senator Capper at AMPA Luncheon Thurs.

Senator Capper, noted farm leader, will be the guest of the AMPA at their next regular weekly luncheon at the Paramount Hotel this Thursday, through the courtesy of Van Buren Enterprises.

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London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York—Artie Stebbins had Al Jolson as a luncheon guest yesterday at the Motion Picture Club, and Al didn't sing even one Mammy song, but he did sign an application for membership . . . Dave Chatkin holds the record for the first host to the biggest luncheon party at the M.P. Club, having 52 Publix Theatre people as his guests yesterday . . . Manfred Lee has joined up with Pathe, so what we said about him joining Vic Shapiro's gang at United Artists was a lot of bunk a well intentioned friend handed me . . . Joe Hornstein sent out a lot of handsome New Year greeting cards to his friends, but as our education in Yiddish was sadly neglected in our youth, we couldn't read all of it even by standing upside down . . . Joe Seider is the busy bird readying up all his various business interests so he can leave them for three months in Europe, with Joe and his better three-fourths sailing on the Isle de France a week from next Saturday . . . Harry Warner, who doesn't emblazon everything he does to the world, has given \$40,000 for the purpose of equipping the Jewish Orphan Asylum, and Harry won't be pleased that we're printing this . . . Ben Blumenthal is under suspicion of trying to desert Broadway, he having moved the offices of Export & Import from 729 to 398 Fifth Avenue, where he has his Tecla Pearl business . . . Fred Fleck is back at his old stand, having been transferred from the coast back to the Paramount Long Island studios as casting director . . . Jack White, who makes comedies good and otherwise, mostly not otherwise, is due in New York this week to talk over the sound picture stuff with Educational et cet . . . Charlie Schwartz (or maybe it is Marty, who can tell?) says he likes the card rooms at the Motion Picture Club as he always wins there, except occasionally when he loses, and what do you make of that Dr. Watson? . . .

SUMMON EXHIBS IN GRAFT SEARCH

Approximately 40 theatre owners in Jersey City have been summoned by the Senator Case legislative investigating committee which is looking into charges of Democratic fraud in Hudson County May Republican Primaries, according to the N. Y. Times.

Inquiry will be directed against an alleged fund collected from the theatre owners for allowing their attractions to remain open on Sunday, in violation of the Sunday blue laws. The committee will attempt to show that this fund is being applied to a relief fund for policemen and firemen.

Canadian DeForest Files

Suit Against Show

(Continued from page 1)

shorts of Racquel Meller, Robert Benchley, Nina Tarasova and Fox Movietone News.

The suit by the Canadian Phonofilms has no connection with the patent adjudication suits of the DeForest Phonofilms against Fox-Case, in this country, which will be heard in the U. S. District Court in October, except that the Canadian suit is based on infringement of 8 patents, which is allowed in that country, and in the U. S. suit is only for infringement of 4 basic patents.

The petition in the Practice Court of Montreal, and on which judgment has been put off until September 19, for defendant's reply, alleges that the DeForest Phonofilm of Canada was incorporated in 1906 and obtained possession of rights to Phonofilms in that country.

Certain of these 8 patents are now being infringed by the F-P Canadian Corp., Ltd., who are using in the Palace Theatre standard films in which is incorporated a sound record made by apparatus embodying the inventions covered by the Phonofilms patents. Also the method of sound recording on motion picture film responds with the methods embodied in the patents of the petitioner, and that the reproducing unit used by the defendant company is identical with the apparatus covered by the DeForest patent.

H. N. Chauvin, K.C. appeared for the DeForest Company.

Fox-Warner Gain

Fox and Warners made the principal gains in motion picture stock yesterday. Warner "A" went up 6½ points while the "B" went up 6. The Fox Film "A" gained 2½ pts.

Fox Class "A" Issue

To defray part of the cost of acquiring the Poli Chain of houses, the Fox may shortly float 185,000 shares of Class "A" at \$85 a share to stockholders at the rate of one share for approximately each four held.

There are 667,216 Class "A" shares outstanding, and 100,000 shares of Class "B" of which the latter class has voting power.

Simmons-Publix Talk

Mike Simmons, Director of Advertising and Publicity for Gotham Productions and Gotham Bristolphone, will lecture to a class of theatre managers at the Publix Managers School, Wednesday, September 19th. He has taken for his topic, "Maximum Ad. Value at Minimum Cost".

Jolson to Sail Sat.

for London Opening

Al Jolson will sail Saturday, September 22, on the Ile de France, for England to make a personal appearance at the first London showing of "The Jazz Singer" with Vitaphone scheduled for September 27th.

The performance will take place at the Piccadilly Theatre which Warner Bros. recently purchased, and will constitute the first demonstration of Vitaphone in Europe.

NATHANSON GOES TO DETROIT FOR COLUMBIA

Cecil E. Maberry, Columbia Pictures, announces the appointment of Sam Nathanson, salesman for Pathe for the past three years as City Salesman for Columbia in the Detroit office.

Maberry also announced the appointment of Dan Roache, long identified with the exploitation of motion pictures. Mr. Roache will work in the interest of exhibitors out of the Chicago office, and in close cooperation with the Home office publicity department. Mr. S. B. Rhan has succeeded Mr. Eugene Gerbase as manager of Columbia's Denver Exchange.

"U" RUSHING PRINTS ON 1ST ALL-TALKIE

Universal's first one hundred percent talkie is called "The Melody of Love". So entirely satisfied was Carl Laemmle with the preview showing of "The Melody of Love," that he determined to release it immediately.

In order to gain time and meet a release date of October 1st, prints are being made in the laboratory at Universal City instead of the company's huge plant at Fort Lee, N. J. An entire week will be saved by this procedure.

Universal Complete Service Booked for F & R Chain

(Continued from page 1)

ger in Sioux Falls, joined Van Praag in the parleys.

The deal is practically a Complete Service arrangement. With the exception of Minneapolis, where the contract is confined to the Laemmle Specials, Universal Jewels and other features except the super-productions such as "Uncle Tom's Cabin," and "The Man Who Laughs", the deal includes all Universal Short product, including the Stern Brothers Comedies, Western featurettes, Universal serials and the Oswald cartoons. The International Newsreel is not involved, being handled on a separate basis for the various theatres. Individual negotiations on the supers as well as the newsreel, now are under way.

Italian Kontingent

Under a new Quota Decree, the Italian Government has authorized the National Institute (LUCE) to contribute in the capitalization of national films and the capital fund of Luce is to be augmented by various banking houses.

The Decree stipulates that the films so made will benefit from the law allowing entry of foreign pictures, such as the UFA product which will have the support of Italian funds.

SIX SCHEDULED FOR FBO OCTOBER RELEASE

FBO will distribute six productions during October, one of which "The Circus Kid" will be synchronized with music, sound and talking sequences.

"Son of the Golden West" the first Tom Mix super-western will be distributed on October 1st. "The Circus Kid" synchronized with music sound and talking sequences, will be distributed October 7th. "Singapore Mutiny", with Ralph Ince and Estelle Taylor, and directed by Mr. Ince will also be shown on October 7th. The others are "The Avenging Rider", October 7th and "Lightning Speed", October 21st.

Lasky En Route

HOLLYWOOD—Jesse L. Lasky left for New York yesterday for annual Fall conference with Adolph Zukor and other production and distribution executives, on next year's product.

Lasky may sign up two prominent Broadway stage stars, as well as look over the current plays.

Sign Sophie Tucker

Warner Brothers have signed Sophie Tucker to make her Vitaphone debut in an all-talking and singing picture.

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OSCAR PRICE,

President

Sheehan Gets Flaherty, Taurog, Newmeyer, Van Buren, Beaudine

Newmeyer Gets Prize Plum
—Van Buren Stage
Director

By JOE BLAIR
Hollywood Correspondent

The Fox studio is very active these days. Winfield R. Sheehan, general production manager, has signed three noted directors, one stage director and extended the contract of another. These directors are Fred Newmeyer, William Beaudine, Robert J. Flaherty, Norman Taurog and A. H. Van Buren.

Fred Newmeyer, long under contract to Harold Lloyd is to be given the choice directorial plum of the Fox year. It will be a newspaper story and will be movietoned throughout. It will be an "extra" special.

Flaherty will make an Indian story and is to be called "Nanook of the Desert" and deals with the life and customs of the Navajo Indians.

William Beaudine will direct Madge Bellamy in "Subway". It is an original screen story.

Norman Taurog recently made "The Farmer's Daughter" for this organization and as a result of this has been given a new contract and will do a series of movietone short reels.

A. H. Van Buren has been staging shows for Al Wods and others for some time. He will be assigned a talking picture on his arrival late this month.

Talmadge in "Venus"

PARIS — Miss Constance Talmadge is to "star" in a French film, which will be made on the Riviera, with M. Louis Mercanton as director.

The film will be entitled "Venus," and the scenario has been adapted from a novel written by Jean Vignaud, a well-known French best seller.

"Venus" will be distributed throughout the world by United Artists, and will be the first French film to receive this distinction. It will be made entirely in France and the cast, with the exception of Constance Talmadge, will be entirely French.

2nd F. N. Mystery

Second of the series of mystery stories to be made by First National Pictures, Inc., is "Seven Footprints to Satan", based on the sensational novel by A. Merritt. Work on the picture will be started soon.

Sound at Pathe

Photophone have completed its sound installation at the Pathe studios, and the coast organization is quite enthused. Voice tests are now being made of all Pathe players under the direction of Benjamin Glazer.

Christensen Signed

Al Rockett, general manager of production for First National, after seeing "The Haunted House" signed Benjamin Christensen, the Swedish director, for two more pictures to be done at First National.

STUDIO GOSSIP

Mack Sennett is leasing studio space and offices to independent units.

Fox studios is installing a separate publicity branch for talking pictures. Harry Boehme is in charge.

Rumor persists that Jack Gilbert will make his next picture at United Artists and finished with that will make quite a few more.

Louise Dresser has been loaned by Fox to Warner Bros. for an important role in "Madonna of Avenue A" an all talking picture.

Clarence Brown is playing the role of a taxi driver in his present M-G-M production.

Speaking of Brown reminds us that his next M-G-M picture will be Sudderemann's "The Wife of Stephen Tromholt". It will feature Lionel Barrymore and the screen story is being written by Bess Meredyth.

Bebe Daniels will return from New York next week and will immediately be put to work in a newspaper story instead of the contemplated "Number Please".

Gwen Lee, the M-G-M player has been signed on another long term contract by that organization. This more as a result of the excellent voice tests recently made of this player.

5 BIG UFA FILMS SOLD TO AMERICA

BERLIN—Ufa Pictures have sold five productions to Paramount and Metro-Goldwyn-Mayer. The five pictures are of the best product recently produced, Paramount getting "Looping the Loop," "The World War From the German Side" (2 pictures), and "Homecoming" while M-G-M has "The Spy."

The balance of Ufa product has been sold to other American companies on favorable terms.

Walsh All-Talkie

"In Old Arizona" will be the new title of Raoul Walsh's first all-talking feature for Fox Films. Walsh is playing the lead as well as directing. Tom Barry wrote the story and dialogue.

Denny in Own Story

The next picture to be done by Universal with Reginald Denny starred will be from a story written by this star himself and is to be known as "15 Below".

Dorsa with Pathe

Lonnie Dorsa, former production manager for Mack Sennett has been signed by Pathe as unit production manager by Paul Berne studio g.m.

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Reg. U. S. Pat. Off.

VOL. 24 No. 66

New York, Wednesday, September 10, 1928

FIVE CENTS

OBSERVATIONS

Overbuying

Considerable trouble is being experienced throughout the country on the part of both exhibitor and exchange due to "overbuying". This should not be. In any form, it is bad business. The exhibitor, whether through inexperience or the desire to keep product away from his competitor, who buys so many pictures that he has not sufficient play time to use them, is a bad business man, a poor theatre owner and a general menace.

Bad Business

Any real showman would never permit salesmen to over-sell them. They buy a certain amount of pictures and leave a small percentage of open time in order that they might cash in on a few specials that are released regularly every year by different organizations, both independent and otherwise. If he has his house so booked that he would not be able to take advantage of a "freak" or special attraction from time to time, he does not belong in this business.

Salesmen

Salesmen and branch sales managers are many times at fault in permitting a theatre-owner to buy so many pictures, that even at the time of the sale, they know it would be impossible for the theatre to play them. But still through their desire to show a great gross contract business to the home office, the deal is made, only to cause them a lot of trouble later on. Salesmen should not be permitted by their sales heads to over-sell. True, a lot of times they do not know, but in many cases they are certain the whole block will never be played and when this realization comes, the pictures are old and it is impossible to sell them to an opposition house. This could have been done at the start and every dollar in revenue would have been derived out of the entire program.

WILKERSON

Schlesingers Form 3 Companies to Produce, Distribute, Install Phonofilms

WILLIAM FOX SEES BIG ADVANCE SALES

New Stock Purchase on Installment Plan

William Fox yesterday announced that the present outlook of the corporation's business for the new year is extremely favorable, advance sales averaging about 5% above similar business a year ago.

Regarding the \$12,500,000 additional Class "A" stock being offered to the stockholders, proceeds of which will be used to extinguish all funded debt and bank loans, as well as other expenses, stockholders

(Continued on page 3)

REELTONE TO PUT OUT \$1,000 TALKIE

The Reeltone Corporation has been organized to employ the Webb method of synchronization for sound and talking films, through attorneys Hays, Podell & Schulman of New York. This device, a disc method, has been developed by Mr. Webb over a great many years, and has had nearly a half million dollars spent in its perfection up to the present time, perfect synchronization

(Continued on page 3)

DeForest Turns over All Patents to General Talking Pictures Co. on Disc-Film Methods

AMERICAN SOUND FILM PRODUCTIONS, INC. FIRST TO BE LICENSED FOR PHONOFILM

Powers-deForest Squabble over Talkie License

Pat Powers and Dr. Lee DeForest seem to be at loggerheads over talking picture apparatus, reports emanating from around 42nd St. being that Powers, who is promoting the Cinephone or Fotovox, having attempted to secure a license from DeForest has been turned down.

SWELLEST PREMIERE WITH JOLSON TONIGHT

The outstanding event of the film season thus far will occur tonight when the world premiere of Al Jolson in "The Singing Fool" takes place at the Winter Garden.

(Continued on page 2)

Warner Film Drops

Warner "A" stock dropped off yesterday 9½ points to 105 and the "B", 8¾ to 104¼. Fox "A" also dropped 2½ points to 103¾.

M-G-M Sells 28-29 Product to Fox Opposition in Minn.-Wis.

Metro-Goldwyn-Mayer has sold its first runs for 1928-29 in the Minneapolis and St. Paul territories to the Hennepin-Orpheum and Palace Theatres, which move follows similar action of M-G-M in selling its product away from Fox houses or houses giving Fox product a representation this year in Minnesota and Wisconsin.

This means that Finkelstein & Ruben Circuit which has previously closed with M-G-M for the new season's product for subsequent runs in the Twin Cities and throughout its circuit was unable to agree with the distributors on prices for the first runs and will, for the first time since the opening of the Minnesota Theatre in Minneapolis, where

M-G-M product has shared booking time with Paramount, not be played in that house.

In Milwaukee the Metro-Goldwyn-Mayer product for 1928-29 has been sold to the Majestic and Garden Theatres. Felix Feist, General Manager of Distribution, who has just returned from a long sales trip, affirmed the allocation of his company's product to these theatres.

Reports from this territory indicate that the Midwesco houses are not playing M-G-M product this year in Milwaukee, but Feist indicates that there will probably be extensive booking of M-G-M by Midwesco before the end of this season, throughout the territory.

3rd Company to Maintain Distribution Exchanges in All Key Cities

Formation of two companies backed by the vast Schlesinger interests of America, England and South Africa for the purpose of providing Phonofilm installations for theatres and licensing producing companies to make pictures under the Phonofilm patents, and also to produce under the same system, was announced yesterday. The immediate expansion of another Schlesinger company into a country-wide organization for the purpose of distributing the product of the system was also announced.

Dr. Lee DeForest, inventor of the Phonofilm system has taken a stock interest in the installation and licensing company, and has also acquired

(Continued on page 2)

SHUMATE IN TOWN

Gotham Director to Synchronize "Times Square"

Harold Shumate, Gotham director and Mrs. Shumate arrived in New York yesterday from the Coast. This is Shumate's first visit East in 10 years, and he is here to do the synchronization and talking sequences for "Times Square" just completed for Gotham Pictures.

Shumate recently completed Ben Lindsey's "Companionate Marriage," widely-read book, which First National is releasing.

\$250,000 'Noah's Ark' Run

Sid Grauman expects "Noah's Ark" to run one full year at his Chinese Theatre in Hollywood and that Warner Brothers will receive a net percentage of \$250,000 for their share, a world's record for any single theatre.

"Melody of Love" to

Open at Colony Soon

Universal's first-talkie, "Melody of Love" made with the Movietone method, will have its world premiere at the Colony Theatre on or after September 27th.

DAILY REVIEW

Reg. U. S. Pat. Off.
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Joe Barr, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemmestad 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Joe Hornstein, handsome young fellow that he is, celebrated his eighteenth wedding anniversary Monday, and who will believe Joe was old enough eighteen years ago? . . . Dave Bader, on his new job, is so busy that he is willing that at last, just for a change, he is earning the salary Universal is been paying him for a number of years . . . Ben Grimm, also of Universal, who has been ill for some time with typhoid in a hospital at Hackensack, is on the mend and his friends hope to have him out in a week or two . . . Morris Kandel, state righter, has just acquired 60,000 feet of official war film from several European governments, and what's he going to do with it . . . Carl Fulton, head of the Fulton Company, equipment people, is here from Chicago to look over the Metropolitan field . . . George Britt, of the Paramount publicity forces, is spending a two weeks vacation in the wilds of Indiana . . . Eddie Golden, head of Universal's Talkie Division, has added to his staff a couple of live ones in S. Kusiel, and will handle New York territory and Al Herman, whose habitat is Albany . . . John Hamill, middle west divisional sales manager for Paramount, has just returned from an extended trip over his territory and says business is going great . . . Vivian Moses, now of Paramount's writing forces, who has been in New York for the past week, will leave in a few days for the coast . . . Arthur Loew has been elected first vice president of the Motion Picture Club in place of Elmer Pearson who resigned owing to his extended absence from New York . . . Wesley D. Ward, of Detroit, is in New York making plans for road showing "Ten Nights in a Bar Room" . . . Wells Root, Paramount writer who made a good job of "Varsity", has returned to the coast . . .

Schlesingers Form Three Companies

(Continued from page 1)

cepted a long term contract with it to act as adviser and chief consultant in the research department.

Negotiations for the transfer of all the patents and rights of Dr. DeForest, DeForest Phonofilms, Inc., a New York Corporation, and DeForest Phonofilms, a Delaware Corporation, to the installing and licensing company, are now pending and expected to be consummated this week.

General Talking Pictures Corporation is the new licensing and installing company. It will start immediately upon the manufacture of theatre projecting apparatus and also upon the manufacture of recording apparatus. It will license any producer or producing company to make pictures under the Phonofilm patents; will do the installing of recording apparatus and furnish expert technicians to assure the proper functioning of the recorders.

The engineering staff of DeForest Phonofilms will be taken over by the new company as the nucleus of the technical staff, four being engineers who have worked with DeForest in the past several years.

General Talking Pictures Corporation will also maintain a studio for the use of licensed producing companies, and will synchronize sound and musical effects to pictures of licensed companies.

It will also handle the manufacture and distribution of the projecting apparatus for the theatres. The projecting device to be offered by the new company is guaranteed to be mechanically capable of projecting properly any sound-on-film and sound-on-disc product.

American Sound Film Productions, Inc., is the second Schlesinger company recently formed. It will be the first company to be licensed to produce under the Phonofilm patents, and will immediately become active. The company plans to start with short subjects, and later to go into the feature picture field.

International Photoplay Distributors, Inc., will immediately be expanded to take care of the distribution of the product of American Sound Film Productions. Exchanges will be established in all the key centres, and each exchange will be equipped with a Phonofilm projector. General Talking Pictures Corporation will maintain an engineering staff in each exchange for the purpose of consulting with exhibitors on their talkie needs, and also for the maintenance of theatre installations within the exchange district.

Headquarters for all three companies have been established at 218 West 42nd Street, New York City.

FOX SCOOPS NEWSREELS ON HURRICANE PICTURES

First and exclusive motion pictures of the devastation wrought by the hurricane that swept Porto Rico last Thursday were brought to Broadway by Fox News for showing in theatres yesterday afternoon.

This unusual feat of bringing actual motion pictures of a disaster to New York while the news was just trickling in by cable and wireless was due in large measure to the courage of Juan E. Viguie, the Fox News cameraman stationed in San Juan, Porto Rico.

When the ship bearing his film reached New York yesterday morning, Fox News had a special cutter down the bay to meet it, the film being shown in all New York theatres shortly after 1:30 o'clock.

Motion Picture Institute of America Industries Formed

CABANNE SETS ON 'DRIFTWOOD' AUTHENTIC

Praise for the authenticity of South Sea sets used in the Columbia Picture "Driftwood", now in production at Hollywood comes from three gentlemen who formerly knew their Haiti and Pago Pago as well as a New Yorker knows his Times Square. James Moffett, Earl Stanley and Montgomery Ludson, traders who left for the South Seas in the late Nineties state that picture is exactly like that of native life.

"Driftwood" tells the story of an outcast, haunted by fears of an accident which resulted in a fatality. He meets a girl a bit of flotsam like himself, they grow to love and help each other out of the morass of despondence and degradation.

Christy Cabanne directed the picture for Columbia. Lillie Hayward wrote the adaptation of Richard Davis' story.

Swellest Premiere with Jolson Tonight

(Continued from page 1)

Vitaphone, of course, figures prominently in giving distinction to "The Singing Fool" and will bring Jolson's voice to the audience singing many of his most famous song hits.

Tonight's premiere will be a brilliant affair attended by everybody who is anybody on Broadway. Al Jolson will be on hand in person to see how his friends like him in his first motion picture since "The Jazz Singer".

Payne on "Quill"

Frank C. Payne, formerly business manager for the Doug MacLean Production Unit has been appointed editor of the "Quill", organ of the theatrical Press Representatives of America, in place of Dixie Hines who is ill.

The Motion Picture Institute of America Industries has been incorporated with a capital of \$50,000 in preferred stock and 1,000 shares of common.

This organization will engage in the production and distribution of industrial and educational films, guaranteeing actual service of distribution through theatre circuits, two of which are already lined up, and through non-theatrical channels. The company is now completing a series of 8 pictures, none of them more than 1 or 2 reels in length.

Carl Louis Gregory, well-known cinematographic expert, noted for his war work and undersea-Williamson Bros. experience; is 1st V.P., John Knight Holbrook, formerly of Pathe and Goldwyn, is 2nd V.P. Miss Lina Hafford is head of the Research Department.

Considine Due Soon

John W. Considine, Jr. and C. Gardner Sullivan flew to Banff, Canada last week where Lubitsch is on location making "King of Kings" with John Barrymore. Considine threatens to fly to N. Y. this week to place in production "Say It with Music".

Gilbert Coming

Jack Gilbert, M-G-M star in enroute to New York to confer with Nicholas M. Schenck, probably about his future contract.

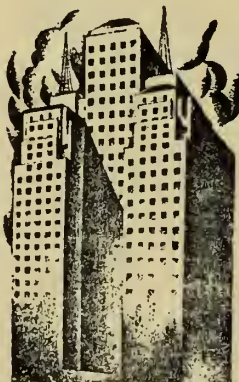
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WRITERS BUSY ON P-F-L SCRIPTS

Box-Office Names on Coming Paramount Product

By JOE BLAIR
Hollywood Correspondent

The Paramount lot is a very busy one these days. Nine pictures are in the making and two companies are on location, directors and authors are at work on six others that will go into production within the next month and three have recently been handed over to the cutting rooms for the finishing touches.

Represented in this array of pictures are the names of quite a few of our best known writers.

Harold Dearden and Roland Pertwee wrote "Interference," in which Paramount is featuring Evelyn Brent, William Powell, Clive Brook and Doris Kenyon. "Manhattan Cocktail" the Nancy Carroll-Richard Arlen vehicle, was written by Ernest Vajda, author of "Grounds for Divorce" and "Fata Morgana."

Zane Grey, international authority on the West, wrote "Avalanche", which has taken Jack Holt and a big company into Arizona, and Elizabeth Pickett, novelist, did the original and the scenario for "Redskin" Richard Dix's natural color feature now in the making in New Mexico. Vajda, in collaboration with Keene Thompson, was responsible for "His Private Life", which serves as Adolphe Menjou's next.

Rogers' Next

The new Charles Rogers starring vehicle is from an original by Alice Duer Miller, and Dana Burnet, wrote "The Shop-Worn Angel", being filmed with Nancy Carroll and Gary Cooper. To top off this notable array is the name of Elinor Glyn, author of "Three Week-Ends", Clara Bow's latest starring effort.

"Sins of the Fathers", the latest to star Emil Jannings, is from the pen of Norman Burnstine, new to the motion picture field, but a former writer for Literary Digest.

"DIVINE LADY" PREVIEW PLEASES 1ST NATIONAL

The first print of "The Divine Lady", Corinne Griffith's spectacular production for First National Pictures, arrived in New York yesterday and was previewed for First National officials who proclaimed it the greatest picture ever made by his star and the outstanding achievement of Director Frank Lloyd.

"Stranded in Paradise"

Sills F. N. Talkie

Milton Sills' new starring drama, hitherto titled "Changeling" and now tentatively known as "Stranded in Paradise", will contain full dialogue sequences, it was definitely announced by First National Pictures today. Dorothy Mackaill is playing opposite Mr. Sills.

Under the direction of George Fitzmaurice the company is now shooting exteriors on the South Sea Islands. The dialogue sequences, however, will be synchronized at the first National Studios in Burbank when the company returns about two or three weeks hence.

The Miracle!

Not a Talkie !!

First National astounds the industry by announcing that they are to make a picture that WILL NOT be a talkie. The production is "The Miracle". In its stage form, it contained no dialogue being a pantomime through out. BUT it will have sound in a symphony orchestra, famous soloist, and a large chorus of voices.

Reelone to Put

out \$1,000 Talkie

(Continued from page 1)
tion having been achieved.

The Reelone at the present time is suitable for installation in 2,000 seat houses and under and in a short time will be developed to fit any house. The Poole Mfg. Co. of Baltimore is manufacturing the apparatus and within a few week's time, deliveries will be started. The device is made to be leased on an approximate cost of \$1,000.

William Fox Sees

Big Advance Sales

(Continued from page 1)
will be permitted to make full payment for additional stock when rights are exercised, or payment may be made in installments of \$25 a share at time of subscription, followed by a payment of \$30 a share in 60 days and \$30 in 120 days.

Rights to exchange one new share in ratio to each five shares now held will expire on October 22nd.

The new financing will put the company, it is expected, in a strong quick asset position, with no bank loans and its sole capitalization will be common stock.

Fazenda and Miljan

in "The Desert Song"

Although the two leading roles have yet to be filled, casting for Warner Bros. first Vitaphone operetta, "The Desert Song" is progressing rapidly with the expectation the camera work will start early in October. Louise Fazenda and John Miljan were selected this week for important places in the featured line-up.

Johnny Arthur and Edward Martindel have previously been announced for roles. Harvey Gates is preparing the script based on Schwab and Mandel's great stage success and Roy Del Ruth will direct.

Change in Cast of

"Three Week Ends"

Neil Hamilton, instead of Robert Castle, as announced last week, will play opposite Clara Bow when she commences "Three Week Ends", an Elinor Glyn story. Studio officials found that the D. W. Griffith discovery would be more suitable in the Mrs. Glyn story than Castle, the Viennese actor signed by Jesse L. Lasky a few days ago. Mr. Castle will face the cameras opposite Bebe Daniels in her next film, as yet untitled. Hamilton was slated originally for that role.

STUDIO GOSSIP

Charles Murray, until recently featured comedian with First National, has signed up for a fourteen week vaudeville tour.

Charles Middleton, well known stage player and recently in "Kongo" has been signed by Harold Lloyd for an important part in his latest picture.

We understand the first assignment given Gus Edwards, recent arrival at the M-G-M studio, will be "Chauve Souris". He has already signed his Balieff in the person of Louis Cardoza.

When "The last of Mrs. Cheyney" is put into production by M-G-M Conrad Nagel will have the male lead opposite Norma Shearer.

First National have changed the name of their Mack Sennett nine-reel special. Its new title is "The Yankee Girl". The former title was "The Goodby Kiss".

Howard Green is writing the continuity for the Columbia picture "College Couquette".

Anita Page, the M-G-M player has been assigned a leading role in "Broadway Melody". Harry Beaumont will direct. Bessie Love also has an important role.

It looks as if William Haines will return to his smart-wise-cracking type in his next M-G-M picture "The Gob". James Cruze will direct.

D. W. Griffith wanted a very unusual cameraman for some very unusual shots. He wanted 14 different figures of William Boyd on the one frame of film. Nedd Mann did the job and received \$1000 for the single day's work. This is the same cameraman that caused 200 miniature animals to "walk" in the Warner picture "Noah's Ark".

We hear that the Johnny Hines unit is to use Bristolphone for the coming talking picture of "A Pair of Sixes".

"Hoot" Gibson will have as his next story "The Hell Wrecker" from the novel by Buckneigh Oxford.

Lucien Prival, the sterling actor, has been loaned to First National by Caddo Productions for an important role in the Billie Dove picture "The Last Kiss". Frank Lloyd will direct.

The Collegians are using the campus of the University of California and the Greek Theatre at Santa Monica for scenes in "Farewell" the last picture in this, the third series of "Collegians".

Jobyna Ralston is to have the lead opposite Douglas Fairbanks, Jr. in the Columbia Production of "Freedom of the Press".

William Collier, Jr. has been assigned the leading male role in the Tiffany-Stahl production "New Orleans" to be directed by Reginald Barker.

New Contract

After viewing "Port of Dreams" the latest picture with Wesley Ruggles as the director, Carl Laemmle called in Ruggles, tore up his contract which had some time to run, wrote a new one at quite an advance in salary.

MCEVOY, REVELL AND CAREY AT AMPA THURS.

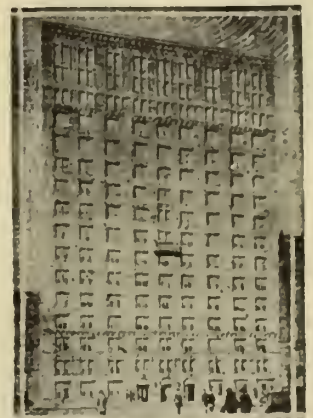
President George Harvey of the Associated Motion Picture Advertisers, will start off his first meeting as chief of the Ampas with J. P. McEvoy, author of "Show Girl." Nellie Revell, and Harry Carey at the Ampa luncheon tomorrow at the Paramount Hotel.

TROWBRIDGE TO TOUR EXCHANGES ON "MASK"

Carroll S. Trowbridge, personal representative of Douglas Fairbanks, left this week for Hollywood where he will spend some time at the studio during the production of Fairbanks' new United Artists Picture, "The Iron Mask."

Following the studio visit, Mr. Trowbridge will visit the western and southern exchanges of United Artists including the Los Angeles, San Francisco, Seattle, Salt Lake, Denver, Dallas, Atlanta, New Orleans and Washington offices and confer with the branch managers on the forthcoming picture which promises to be the most ambitious of the Fairbanks productions.

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FOX NEWS

Mightiest of All

**Undaunted by a terrific gale, Juan E. Viguie filmed the wreckage in the tail of the tornado and placed the negative aboard the S. S. San Lorenzo last Friday—
FIRST and ALONE.*

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newsreel organization*

World Wide to Recruit National Sales Force for U. S.

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 67

New York, Thursday, September 20, 1928

FIVE CENTS

OBSERVATIONS

First Independent

Mike Simmons, p.a. at Gotham informs us that actual shooting of the talking sequences for the production of "Times Square" started yesterday. Insofar as our knowledge runs, this is the first of the independents to actually start in sound. In addition to this we are told that the Academy of Music, at Hagerstown, Md., has been installed with Bristolphone. In other words Gotham is doing a bit more than "talk sound" they are recording and installing. Mike should pay for this "ad". And probably will.

The Public

We viewed "Docks of New York" last night at the Paramount. A very interesting picture. Von Sternberg, the director, has not done his best work, but sufficient to place him on the list of the "five best" in pictures. But we were more interested in several comments made by several patrons on leaving the theatre. One said, "his characterizations are marvelous". Another, "if the director had stuck to his script it would have been a punk picture". Still another, "it is more than a movie, it is life". All of which goes to prove that Mr. & Mrs. Public are being educated more than Mr. Picture gives them credit for. It's a good sign.

About Closed

It looks as if the deal that will bring William Fox, at least, fifty independent theatres in Greater New York is about to be closed. Everything seems slated. This will make Fox the outstanding power in picture theatres in this locality and will contribute more strength to his growing chain of houses. Our story that this magnate would have over 3000 houses by January 1, 1930 was not confirmed by anyone, even himself, nevertheless we would not be surprised to see this happen long before that date.

Yanked

We were surprised to read that "The Patriot" was yanked in San Francisco after playing but two weeks. If it was left to us to explain we would immediately blame it on the synchronization and sound accompanying this, all but, perfect picture.

WILKERSON

3 T-S SYNCHRO SPECIALS READY

Photophone Scores and Theme Song Written by Riesenfeld

Three prints of Tiffany-Stahl specials have been synchronized with RCA Photophone in New York and will be ready soon for showing. One of them "Tomorrow" with Patsy Ruth Miller and Lawrence Gray may be road-showed.

The others are "The Cavalier" for which Hugo Riesenfeld wrote the score and theme song, and "The Toilers," also scored by Riesenfeld. Irving Willat directed "The Cavalier" which has Barbara Bedford, Richard Talmadge and David Torrence in the cast and John M. Stahl did "The Toilers" with Doug Fairbanks, Jr., and Jobyna Ralston in the principal roles.

Skirboll to Handle World Wide Sales

World Wide Pictures, Inc., announces the appointment of Joseph S. Skirboll as General Sales Manager.

He will proceed at once with the organization of a National and Canadian sales staff, the men to work out of Educational Exchanges which will physically distribute "World Wide" product.

World Series Fable

A world-series special Aesop Film Fable entitled "The Magnetic Bat," will be released by Pathe on September 30th just in time for exhibitors to show the baseball fans Paul Terry's animated cartoon depiction while the annual diamond classic series is in progress. Farmer Al Falfa, Slim Slicker and Otto Orang-utan are the pitchers.

Sauvage Illinois Theatres Tie-Up with Balaban & Katz

W. M. Sauvage, former mayor of Alton, Ill., and a figure in theatrical circles of Illinois consolidated on September 1st with the Great State Theatres, Inc., in the ownership of the Hippodrome and Grand Theatres in Alton.

The Southern Illinois Theatres, Inc., will share with the Great States Theatres in ownership of the houses. The latter company operates about 50 theatres in Illinois and is affiliated with Balaban & Katz. Both houses will be renovated.

M-G-M Presents 26 Movietone Acts for Immediate Release

Picture Admission

One Cup of Tea

Reports from African correspondents state that a curious feature of the exhibition of films in South Africa is the bio-tearoom, or cinemas and tearooms combined in one enterprise.

They start at 9:30 A. M. and finish up at 10:30 P. M. There is no charge for admission and all you need do is buy a cup of tea or coffee and sit there all day if you like.

This ought to be a great policy for Grauman to adopt if he ever builds an African theatre in Hollywood.

Young Back Tuesday

L. A. Young, President of Tiffany-Stahl and Grant B. Cook, Treasurer-Secretary of the company who accompanied Young on a tour of Europe, are returning to New York next Tuesday.

Capital Wired

"Our Dancing Daughters" will be the first M-G-M synchronized feature to play the Capitol Theatre in New York, which has just completed its wiring arrangements. The initial talking program starts Saturday, September 29th, unless "Excess Baggage" with William Haines is held over for a second week.

Kennedy Sails Sat.

J. P. Kennedy, J. J. Murdock and Pat Casey, chief executive of K-A-O, sail on the S. S. Majestic from Europe for the U. S. this Saturday and should arrive in New York about September 28th.

Definite Attractions Set for Next 8 Weeks

Nicholas M. Schenck, President of Metro-Goldwyn-Mayer, yesterday announced the first twenty-six M-G-M Movietone Acts for immediate release with all but three specified as to dates and subject. They are as follows:

Week of Sept. 29. Van and Schenck, (a) "Is She the Girl Friend?", (b) "Whatsa Gonna Be Next?"; Johnny Marvin, (a) "You Lied I Cried", (b) "Thinking of Me Thinking of You"; Marion Harris, (a) "Afraid of You", (b) "We Love It".

Week of Oct. 6th. Walt Roesner and Capitoliens, (a) "Angela Mia", (b) "More Than Satisfied"; Locust Sisters, (a) "Get Out and Get Under the Moon", (b) "My Pet"; Leo Beers, (a) "Arabella", (b) "The Travelling Man", (c) "In The Usual Way".

Week of Oct. 13th. Miller and Lyle, "The Mayor of Jimtown"; Joseph Regan, (a) "Mary Ann", (b) "Beloved"; M-G-M Movietone Review.

Week of Oct. 20th. The Ponce Sisters, (a) "Too Busy", (b) "I'd Rather Cry Over You"; Odette Myr-

(Continued on page 2)

"MELODY OF LOVE" PREVIEWED BY "U"

The first Universal all-talkie "The Melody of Love" arrived in New York yesterday and was immediately run off for home office executives, who were quite enthused at what they saw and heard.

The picture was directed by A. B. Heath from an original story by Robert Arch. The cast includes Mildred Harris, Walter Pidgeon, Jane Winton and Tommy Duggan. It will open at the Colony, New York.

6% Terra Dividend

The Terra company, of Germany, has voted to pay a dividend of 6 per cent for the past twelve months ending June 30, 1928. The Herman Film Producing company Terra has come into an alliance with Cinero-mans-Paris, Ideal Films-London, and Pittaluga-Turin.

Carrier-Colony Opening

James A. Carrier, formerly of the Universal Chain Theatrical Corp., in the South, and previous to that, with the Schine Circuit, is directing the opening of the Colony Theatre for Universal late this month.

EDUCATIONAL STUDIOS TO REOPEN IN OCTOBER

HOLLYWOOD—With the departure of Jack White for New York and a conference with E. W. Hammons, preparatory to starting out on the new sound-film plans for short product, the Educational Studios have been shut-down for a two-week period.

Production is expected to be resumed some time in October.

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Joc Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York: — Oliver Claxton, one of the most consistent knockers of motion pictures, is knocking no more in the New Yorker, having in some way become disconnected with the pay roll and passing his job over to John Mosher . . . Bruce Gallup, spending a vacation in Florida, got there just in time to see the big show the weather man put on but so far there is no word that Bruce was blown away . . . Harvey Day leaves Broadway flat today, heading out to Chicago and wearing his bullet proof vest, which he says has so far taken him through the windy city without being wounded even once . . . William Epstein, big theater man from San Antonio, Tex., is in New York and while here dropped into Universal and made arrangements for the opening in his theater of Uncle Tom's Cabin in the near future . . . Eph Rosen, Tiffany-Stahl Chicago manager arrived in New York Tuesday, called here by the illness of his mother . . . Ralph Block, one of the heads of Pathe's production department, arrived in New York yesterday to talk over production plans with the officials of his company . . . Jack Alicote, chairman of the athletic committee of the motion picture club, right handed and left handed by Arthur Loew and Howard Dietz, is planning a lot of hot contests with the athletic teams of some of the other New York Clubs . . . Al Jolson sails Saturday for London to see how they are putting on his big picture, "The Singing Fool" in the British capital . . . Jimmy Granger is back from a seven week's western trip and promises to stay home long enough to get acquainted with his family . . . Jesse Lasky is due in New York from the coast on Friday . . . E. H. Allen, general manager of Educational studios, is here from the coast . . .

MORRIS DENIES WARNER BLOCK-BOOK FORCE

Sam E. Morris, in charge of Warner distribution yesterday minimized reports that Warner Brothers are block-booking their entire output of talking films with exhibitors who want the Jolson and other specials, by stating that Warners now and in the past have always sold their product in groups of indeterminate numbers.

M-G-M Presents 26

Movietone Acts for Release

(Continued from page 1)

tle, (a) "Bon Sei Madama la Lune", (b) "When Katinka Shakes Her Tambourine", (c) "Mazurka".

Week of Oct. 20th. Marion Harris, (a) "I Wonder", (b) "I'm More Than Satisfied".

Week of Oct. 27th. Van and Schenck, (a) "Cohen Is Living the Life of Reilly", (b) "I Must Have an Italian Girl", (c) "Fuzzy Knight", (d) "Mississippi Choo-Choo Train", (e) "Minnie Ha Ha", (f) "George Dewey Washington", (g) "Chloe", (h) "Just Like a Melody Out of the Sky".

Week of Nov. 3rd. Johnny Marvin, (a) "Old Man Sunshine", (b) "Heartbroken and Lonely", (c) "Joseph Regan", (d) "I Wonder", (e) "I'll Take You Home Kathleen", (f) "M-G-M Movietone Review".

Week of Nov. 10th. Vincent Lopez Himself at the Piano; The Ponce Sisters, (a) "Easy Going", (b) "Ukelele Dally", (c) "Miller and Lyle", (d) "Jimmie Cabaret" (Two Reels).

Week of Nov. 17th. Marion Harris, (a) "Rain", (b) "Down By the Old Front Gate", (c) "George Dewey Washington", (d) "The Road to Mandalay", (e) "Lonely Little Bluebird".

"U" Official Dies

Kurt W. Linn, veteran Universal executive, who for the past several years has been general manager of the Universal Pictures Corporation of Delaware, died yesterday at his home in No. 63 West 94th Street, New York City, following an acute illness of eleven weeks. Dropsy caused his death. He was fifty years of age.

Graves Machine

The Graves Holding Corporation will demonstrate a new photographic machine to the trade, at the Biltmore Hotel tonight.

Burr in N. Y.

C. C. Burr has returned from the Coast with the purpose of lining up future releases of Johnny Hines pictures with distributors. It is possible that First National may renew distributing contracts for Hines pictures, if terms can be met.

Gilbert Here

John Gilbert and his manager H. E. Eddington are expected in New York today from the Coast for a conference with M-G-M officials on terms of Gilbert's new contract.

Berg with Fox

The Sam Fox Publishing Corporation of America has signed a contract with S. M. Berg, musical expert, who has just arrived from England. The company is specializing on sound picture synchronizations and music scores, which Berg will have charge of.

Educational Showing

Educational will hold a private showing of the first of its new season's product, at the Wurlitzer auditorium tomorrow afternoon.

Navy "Buys" Submarine Columbia Prints

The Navy Department announces that it has purchased four prints of the Columbia Special production "Submarine" now playing to capacity houses at the Embassy Theatre. The picture is a triple star attraction with Jack Holt, Dorothy Revier and Ralph Graves in stellar roles.

LITCHY TO RECRUIT EUROPEAN BEAUTIES

The Leviathan which left for Paris Saturday Sept. 15th carried as a passenger Howard Litchy, Publicity Director of the International Beauty Tour, Inc., who will handle the publicity in connection with the foreign newspapers in selecting a bathing beauty to represent her country. Litchy will visit Paris, England, Germany, Ireland, Spain, Italy, Belgium, and Scotland.

First Soviet Comedy

Coming to New York

"The Three Moscow-Teers", first feature comedy turned out by the Soviet film producers "Sovkino" will be shown in New York shortly at the Cameo Theatre.

Pathe Road-Show Out

Joe Shea and Sam Blair of the Pathe Road-Show department have severed their connections with Pathe and the department may be temporarily discontinued until "The Goddess Girl" talking sequences are ready.

Cameo Thriller

"The Killer Killed", a short Ufa subject depicting a fight to the death between an Indian Cobra and a Mongolian, is at the Cameo Theatre as a companion to the feature "Q Ships", the English picture based on submarine warfare.

Rogers' New Prodigy

Charles R. Rogers, producer of First National specials has returned from a vacation in Europe. He has brought back a 4-year old film prodigy named Bobby Burns. Rogers has also secured options on two current London stage hits, which will be synchronized with Bristolphone.

"Wings" at Regular Prices

Doing Big Business

"Wings" is proving a big box office draw year, according to reports of grosses received by Paramount. As a road show it created new records for length of run in every theatre screened and now, being exhibited at regular prices, it is duplicating its performance as a two dollar attraction.

M.P.T.O.A. Year Book

Shows Big Progress

Mr. M. A. Block in charge of the Year Book and Equipment Exhibit of the Ninth Annual Convention of the Motion Picture Theatre Owners of America to be held at Toronto October 16, 17, and 18 returned from a three-weeks trip on the road yesterday.

The business he secured clearly indicates that the Year Book will be the biggest ever issued and twice as big as originally planned.

Loew Theatres Working Capital \$35,000,000

Assets of the Loew Theatre Corporation as of March 11th are reported at \$41,000,000, with a net working capital available of \$35,796,263. This amount is \$15,500,000 greater than on August 31, 1927.

Warner Vitaphone Shorts for Brooklyn

Warner production of short Vitaphone featurettes may be moved to the Brooklyn plant of Vitaphone shortly. Bryan Foy director of this type of product may be in charge of production.

Easy availability of stars of the legitimate and musical comedy stages is the answer.

Sales Completes 4

Fox Movietones

Chic Sale, musical show comedian who has gained fame through his characterization of eccentric rural types, has returned to New York from the coast.

He has completed four two-reel comedies for Fox, comprising "Marching On", "They're Coming to Get Me", "The Star Witness" and "The Ladies' Man". Two of these were screened in the East. Sale indicated that after his stage work is finished he intends to resume with talking pictures.

Block Arrives

Ralph Block, Associate Producer at the Pathe Studios in Culver City, arrived in New York yesterday for a series of story conferences. While here Block will make a survey of the local story and play market with the idea of purchasing material for next season's pictures.

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Walter Craighead, Manager
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TO QUINCY
New Garage One-Half Block

FOX BUSIEST LOT ON W. C.

15 Productions Under Way in Hollywood and Fox Hills

By JOE BLAIR
Hollywood Correspondent

Current production activities at the Fox studios in Hollywood, on the forty-acre Movietone sound stages at Fox Hills comprise light feature pictures now in the course of picturization, two are being prepared for an early camera date, and five are in the process of cutting and editing.

Janet Gaynor will get under way shortly in a Dutch characterization for "Street Fair," to be directed by William K. Howard from an original story by Tristram Tupper.

F. W. Murnau who recently completed "4 Devils" which will have a Broadway showing shortly, is on location in Pendleton, Oregon, where he has gone to film wheat harvest scenes for "Our Daily Bread."

Walsh Acts—Directs

Raoul Walsh has gone to Bryce Canyon in Zion National Park, Utah, for the making of "In Old Arizona" from the story by Tom Barry. Walsh plays the lead in this Movietone feature, as well as directs. It will be an all-talkie.

Lew Seiler will begin soon on a Movietone feature based on Max Marcin's stage play, "Badges." This too, will be an all-dialogue production.

Raymond Cannon, directing his first picture for Fox, is about half through on "Husbands are Liars," featuring June Collyer, Conrad Nagel, Arthur Stone and Sharon Lynn. Cannon also is the author.

Emmett J. Flynn is nearing completion of "The Veiled Woman," his initial effort since returning to the Fox lot.

Blystone's Next Talkie

David Butler is touring the Continent with Newsreel Nick Stuart and Sue Carol who appear in "Chasing Through Europe."

The next Victor McLaglen vehicle will be "Life's a Gamble." This will be put in work soon. Rex Bell is working in his fourth Western, "Taking a Chance," directed by Norman McLeod.

John Blystone is preparing for his second dialogue production following the triumph of "Mother Knows Best." This will be from Milton Gropper's stage play to be released under the title "Through Different Eyes."

Two pictures recently completed are Irving Cummings' "Romance of the Underworld," and "The Case of Mary Brown" a Charles Francis Coe story.

Others in the cutting room include Frank Borzage's recently finished "The River," by Tristram Tupper, "Homesick," and John Ford's "Riley the Cop" featuring Farrell MacDonald, Louise Fazenda and others.

4 "Shorts" Under Way

In addition to the full-length productions, four Movietone two-reel comedies are in the course of filming. These are "Napoleon's Barber," from the play by Arthur Caesar, directed by John Ford; Bobby Clark and Paul McCullough in "The Bath Between," directed by Benjamin Stoll; Chick Sales and Ben Holmes in "Marching On," directed by Marcel Silver; and Hugh Herbert and Ben Bard in "Mind Your Business."

Anger Leaves U. A.

Lou Anger, formerly with United Artists in the real-estate department has resigned from U. A. to join a private real-estate firm. Harry D. Buckley, V.P. will take over his duties.

STUDIO GOSSIP

Edward T. Lowe is writing the continuity on the Universal production of "Broadway". Paul Fejos is to direct.

The complete cast to appear in support of Texas Guinan in "The Queen of the Night Club" is, Lila Lee, Eddie Foy, Jr., Jack Norworth, Arthur Housman, John Davidson, Jimmie Phillips, William Davidson, Joe Depew, Agnes Franey and Charlotte Merriam. The story is being prepared by Murray Roth and Addison Burkhardt. Bryan Foy will direct.

Clarence Brown has dispensed with the regular studio orchestra on all his sets. He is using a talking machine and feels the effect is much better. He has a musician work with the script girl, immediately on completion of the script, who selects records that are to be played with the talking of different scenes. Aside from being economical, it sounds like a good idea.

Adelaide Heilbron is preparing the adaptation and continuity of "Children of the Ritz" which First National Pictures, Inc., will produce. The story is based on Cornell Woolrich's novel.

Frederick Arnold Kummer's story, "Marquis Preferred" will serve as Adolphe Menjou's next vehicle when the suave star completes "His Private Life". Frank Tuttle, now directing Menjou, will be in charge of his new one.

Two new leading players are appearing in two forthcoming Educational Comedies. Lupino Lane has a new leading lady in "Fisticuffs," his second starring vehicle of the new season, which is being released next month. Ruth Eddings, a newcomer at the Educational Studios, plays opposite the versatile comedian. Harold Goodwin, who plays opposite Dorothy Devore in her first picture of the new season, "Companionate Service," is the other new leading player.

Three beauties play in support of Robert Graves, featured comic in "Wife Trouble," a new Educational-Cameo Comedy. Two are brunettes and one is a blonde. Muriel Evans and Adrienne Dore are the brunettes while Amber Norman is the blonde.

Thrilling pictures of the largest wild horse ranch in the world, the ranch of Eddie McCarty at Chugwater, Wyo., constitute the sensational closing scenes of the first issue of "Our World Today" film magazine, released by Educational. Remarkable shots of cowboys attempting to ride bucking bronchos and actual pictures of what a cowboy broncho buster sees on one of these wild rides, close this part of the reel. The cameraman for "Our World Today" attempted to stay on one of the wild horses and carried an automatic camera along with him on his trip to get pictures.

4TH "COLLEGIANS" TO BE MADE TALKIES

The fourth series of "The Collegians" will be made with synchronization as well as silent film according to plans of Carl Laemmle, Jr. Tryouts of the cast of "The Collegians" for talking parts discloses that they are well qualified for the new departure.

Suitable stories, embodying swift action, brisk humor and suitable latitude for sound effects are now being sought, for the series of college sport life.

This will be Universal's first important step in the short subject talking picture field, of a supply of regular product. Movietone is the method which will be used.

"ANGELA MIA" BIG AID TO "STREET ANGEL"

Millions of people throughout the United States have been made acquainted with "Street Angel", Frank Borzage's masterpiece for Fox Films with Janet Gaynor and Charles Farrell, through daily radio broadcasting of the theme song, "Angela Mia".

Fox exchanges throughout the country are cooperating with exhibitors who play "Street Angel" to get the most value out of the popularity that has been accorded the theme song.

Kenton Starting

Erle C. Kenton has been assigned as director for Columbia's latest comedy-drama "Nothing to Wear". Production starts immediately on the West Coast with Jacqueline Logan and Theodore Von Eltz featured and Bryant Washburn, Jane Winton, William Irving and Edythe Flynn in the supporting cast.

M-G-M Signs De Angelo

Carlo De Angelo, member of an old Italian theatrical family who has written a number of screen stories and has been engaged in other activities connected with the films, has been signed by Metro-Goldwyn-Mayer and will go to the West coast studio to do scenario and possibly directorial work. De Angelo assisted George Abbott in the direction of "Ringside", the current Broadway play.

National Board Selects

"Moran of the Marines"

"Moran of the Marines", reviewed on September 18, was selected for the Photoplay Guide of popular entertainment films and will appear in the October issue of the National Board of Review magazine.

LaCava at 1st National

Gregory LaCava, former Paramount director, is to direct Corrine Griffith in "Saturday's Children" for First National. This is LaCava's first directorial assignment other than at P-F-L.

NEWS FROM THE UFA STUDIOS

Robert Herlth and Walter Rohrig, two of the most successful and experienced architects on the UFA staff are now building the settings for the third Erich Pommer production, "Asphalt" which will be directed at Neubabelsberg by Joe May who directed "Homecoming", also an UFA Production supervised by Erich Pommer.

Wild Animal Film

The German Board of Censorship has passed the latest UFA educational film, "A Three Year Old Boy Travels Through Africa," without eliminations and admitted it for juveniles. The star of the picture is Ralph Colin, the son of the well known traveller and lecturer, Colin Ross. The little boy is seen in the picture having countless adventures with lions, hyenas, ugly snakes, untamed elephants and all sorts of wild animals.

Visitors at UFA

The celebrated German poet and playwright, Gerhard Hauptmann, Mrs. Hauptmann and Bengt Berg, the famous Swedish ornithologist and explorer, visited the UFA Studios in Neubabelsberg recently. The visitors were present during the shooting of scenes for the Erich Pommer production, "Hungarian Rhapsody" and the new UFA comedy, "Hurray, I'm Alive."

UFA Theatres

UFA has acquired a sufficient amount of stock of the leading cinema theatres in the Rhine Provinces, the Residence Theatre at Dusseldorf and the Modern Theatre at Elderfeld to make them members of the fast growing string of UFA theatres.

"NOAH'S ARK" TO BE IN BOOK AND SERIAL

Arlene de Haas has completed the novel version of Warner Bros. super-special, "Noah's Ark" starring Dolores Costello with George O'Brien, the original story of which was the work of Darryl Francis Zanuck. Miss de Haas was also the author of the novelization of "The Jazz Singer" which reached large sales last season.

Laemmle, Jr. Flying

Carl Laemmle, Jr. and Paul Fejos, who are to supervise and direct "Broadway" for Universal, are leaving Hollywood today for New York, via airplane, to secure atmospheric scenes around the Metropolis, for the picture.

Raise Kaplan Salary

Local No. 306 of the Motion Picture Operators Union in New York has voted to raise President Sam Kaplan's salary to \$20,000 a year, following completion of negotiations for a new contract with the theatre owners.

Electramonic Talkies

Started in London

LONDON—A new talking film company announces plans to commence production before Christmas. It is the Electramonic Company which will produce at the studios in Knightsbridge.

THE BROOKLYN DAILY TIMES

"FOUR SONS"

"FOUR SONS."—John Ford's dramatic triumph presented by William Fox at the new Fox Theatre, from the story by I. A. R. Wylie, with Margaret Mann, June Collyear, Charles Morton, James Hall, George Meeker and Francis X. Bushman, jr.

Capacity crowds flocked into the new Brooklyn Fox Theatre yesterday and hundreds were turned away. In the afternoon there were long lines of waiting patrons lined up at the box office window and the rush did not cease until the last show of the day was well under way.

Looks like another record for

FOUR SONS

Holder of These Records:

World's record at the Roxy—\$143,906.75 week's net! Topping Street Angel record!

Record at the Embassy, Allentown, Pa., previously held by Street Angel.

Record at Great Lakes Theatre, Buffalo, established by Street Angel.

Record at the New Theatre, Baltimore, Md., also established by Street Angel.



record-wrecker of all time!

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 68

New York, Friday, September 21, 1928

FIVE CENTS

JOLSON SMASHES B'WAY "SINGING FOOL" TRIUMPH

SCHENCK QUILTS PANNING TALKIES AFTER TESTS

HOLLYWOOD — It looks like Joseph Schenck, head of United Artists and great "unbeliever" of talking pictures is weakening a bit. You know Joe has said on three occasions, once in Loudon and again in both New York and Hollywood, that talking pictures will have a short life. Quite a few agree with him, but it seems these few are going to be left holding the bag.

Last night Mr. Schenck, in company with Mary Pickford and Lupe Valez, went over to Paramount to see and hear voice tests recently made of these players. After this

was run off, they were invited to stay and see the rushes made to date on Paramount's first all-talkie, "Interference".

After the showing, Schenck was said to have gone into a big rave and is quoted as saying "I have never seen anything like it; the tests of Miss Pickford and Miss Valez are marvelous, the voices were perfect, and the scenes shown of the Paramount picture were astounding for their naturalness". "Here I have been panning talking pictures, now I am going to make them".

METRO W.C. OFFICIALS IN N. Y. CONFERENCE

A party of officials of the Metro-Goldwyn-Mayer studio in Culver City, Cal., will arrive in New York today for a conference with New York executives on forthcoming productions.

The party includes: Al Lewin, assistant to Irving Thalberg, who is in search of play and story material; Joseph Cohen, production manager and Edward Brophy, his assistant; Pete Smith, Studio Publicity Manager, who will confer with Howard Dietz on forthcoming promotion plans; and Joseph Rapf, manager of the wardrobe department, who is looking for new fashion ideas.

The inauguration of production in (Continued on page 6)

PATHE-FBO CLOSE FOR SOUND STUDIO

It was announced yesterday by A. Pam Blumenthal, President of the Stanley Educational Film Division, Inc., who have controlled Manhattan Studios, Inc., at 134th Street and Park Avenue, that they finally leased their premises for a term of months to Sound Studios, Inc.

Sound Studios, Inc., is a corporation owned by Pathe and FBO, who are to make sound pictures of all types. They are going to turn the Manhattan Studio into a sound studio, using the RCA Photophone process for all kinds of sound picture work.

The Stanley Educational Film Division will now secure another (Continued on page 2)

Warner's "Talking-Gift" to Motion Pictures Stirs Emotions of Blase First-Nighters

By W. R. WILKERSON

Wednesday night was a big night to Broadway, and it was "bigger" still for Al Jolson, Warner Brothers and motion pictures generally. It was a smash in every sense of the word. It was terrific, history-making, marvelous. It was great!

This writer attended the Hollywood opening of Grauman's Chinese Theatre, over a year ago, and remarked that, as an opening it had never been equaled or probably never would be. The opening of "The Singing Fool" at the Winter Garden Wednesday evening made the Grauman debut

AERO DINNER DRAWS BIG FILM LEADERS

All Newsreel Editors to Be Honored at Waldorf Monday

What is, perhaps, the first dinner ever tendered one national industry by another will occur Monday night, September 24th, at the Waldorf Astoria Hotel, when the Aeronautical Chamber of Commerce of America will be hosts to the leaders of the motion picture industry.

Earl Rowland, winner of the Transcontinental Air Derby, left Los Angeles yesterday in his Cessna plane en route to New York where he will be one of the guests of honor. The dinner will be in recognition of the contribution of motion pictures to the progress of aviation.

Among the guests of honor will be F. Trubee Davison, Assistant Secretary of War for Aeronautics; Edward P. Warner, Assistant Secretary (Continued on page 6)

Commonwealth Sold

First Division Pictures, Inc., yesterday closed negotiations for the purchase of the Commonwealth Film Exchange of New York.

LOUISIANA C. OF C. BIDS FOR FILM PRODUCTION

Eruest Shipman, J. P. McEvoy, Harold Shumate and Nellie Revell addressed members of the AMPA yesterday at their regular weekly meeting. Shipman gave his impressions of motion picture possibilities in South America and in the State (Continued on page 2)

look like a small time effort in a small time town. Society, Wall Street, diplomatic Washington, the theatre, and the world's most famous, were in attendance. It was an opening such as motion pictures had never seen before, and until Jolson makes another its equal will not be seen again.

JOLSON

And it was all Al Jolson. The same Al that started the talking picture craze, the same Al that took Warner Brothers out of a rut and made of them, over night, one of the real powers in this industry, and it was a Jolson that will do more to insure the success of the "talkies" than any other power man could conceive. You can't credit any other individual person or thing, for without Jolson in the part of Al Stone, this production would have been ordinary, just an average type talking and synchronized picture the same as is being released today by most (Continued on page 2)

KINEMAS, LTD. CONTROL S. A. PHONOFILM LICENSE

By SAM HARRIS
"Today's Cinema"

LONDON—Sidney Hayden, director of Kinemas, Ltd., of South Africa, in an interview this week, stated that "talkies" are no innovation in South Africa, even in the smallest village theatres. Our company has acquired the sole license of the De Forest Phonofilms for South Africa, Rhodesia and S. W. Africa, this to remain in force until 1930.

Kinemas, Ltd., owns 10 theatres (Continued on page 6)

Belasco Sued

The Motion Picture Capital Corporation is suing Edward Belasco and 50 stockholders of Belasco Prods., Inc., for \$9,863.28, on a \$10,000 loan in 1925 for film production.

Motion Picture Industry to Contribute One Lump Sum to Red Cross

In its more than usual manner of coming forward in any crisis, the Motion Picture Industry, which has been appealed to by the Red Cross for funds to relieve the suffering and destitution of victims of the recent hurricane, is going to answer and answer in a big way.

Through the Motion Picture

producers and Distributors Association, it is learned that this aid will take the response of one large contribution to be made up throughout the entire industry, instead of individual contributions.

Within one week, a lump sum, of generous proportions, will be turned over to the Red Cross.

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Joe Blum, West Coast Representative, 1255 Laramie Avenue, Los Angeles (Phone Hempsstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Ernie Shipman, just back from South America, blew into the A.M.P.A. yesterday and announced that he beat the hurricane in just to attend George Harvey's first meeting . . . Chester Beercoff, Duke of City Island, took a day off from yachting and visited a number of friends in the industry yesterday . . . David N. Mossessohn, Tsar of the dress goods industry was Paul Gulick's guest yesterday at the Motion Picture Club, and liked the place so well that he presented the club library with fifty up to date books . . . Joe Kennedy sails for home tomorrow and there be those who predict a lot of fireworks starting soon after that dynamic young man gets his feet on these shores . . . Harold E. Shumate, production head of Gotham Pictures, dropped in at the A.M.P.A. session yesterday and told such funny stories that the boys wondered why he wasn't a comedian instead of a good director . . . Charlie Burr is in New York and may renew the Johnny Hines contract with First National and again he may not, so place your bets . . . Carl Laemmle, Jr., is on his way to New York in an aeroplane and everyone is pulling for him not to pull one of those things . . . John Gilbert arrived in New York yesterday from the coast but so far as noticed there was not much excitement among the girls on Broadway . . . Nat Goldstone, Universal's supervisor of sound on the coast, is due in New York today and will likely pay a lot of attention to sound production here . . . Julius Stern, of Century comedies, who has been in Europe taking the baths and other things for many months, sails for home next week . . . Chic Sale, after being funny in four 2-reelers for Fox on the coast, is in New York to be funny in some sound pictures for someone, name as yet unknown . . .

Jolson Smashes B'way "Singing Fool" Triumph (Continued from page 1)

every company in the business. Where others have failed Al has succeeded. His personality that won for him the championship of all stage troubadours is always in evidence in "The Singing Fool", plus a bit more.

Audience in Tears

Never in the history of the theatre, whether it be the speaking stage or pictures has an artist moved an audience as did Jolson from the moment he first sang "Sonny Boy" until the final fade out. We tried to hold them back, and fought to keep from crying, as did most every other man and woman in the audience, but the acting and singing of this "God's gift to talking pictures" disarmed us all and at the final scene, there was not a dry eye in the house, and it was the kind of a cry that everyone enjoyed.

The Picture

There have been great war stories, stories of mother-love and great stories of sacrifice and privation but "The Singing Fool" puts Daddy on the map for all time. And as we said above, from the moment that Jolson takes little David Lee in his arms and sings him to sleep with "Sonny Boy" until his Pagliacci and final fade out, never in the history of motion pictures have a series of scenes so affected this writer.

The picture starts off at a fast pace and when it slackens in tempo it gains in drama. No menace or false plot is dragged into the story, it being the straightforward tale of a young song writer, a "singing fool" at heart; his meteoric rise and fall, through his love for a faithless wife; and his comeback, only to lose the thing he loves best, Sonny Boy, at the height of his career.

"The Singing Fool" abounds with songs, plenty of 'em—all kinds, and any audience will eat it up. Aside from the music, Jolson gives a great performance — that of a finished actor. The work of the entire cast, including Josephine Dunn, Betty Bronson and David Lee, is excellent.

The Dialogue

A word must be said for the dialogue, which is never for a moment anything but good. There are none of those waits between speeches and the speeches themselves are at all times natural, interesting or amusing.

Warner's Gift

This production to our mind is Warners supreme gift to the amusement world—from every angle. It will be a shame if, by the time the picture is generally released, all the exhibitors who book it, will not be able to present it as we saw it last night. It's a WOW, and one that should really be seen and heard. Its run at the Winter Garden will only be limited by the Messrs. Shubert, who after a year or two, might want to restore musical attractions to this famous house.

Pathe-FBO Close for Sound Studio

(Continued from page 1)

studio of their own, also for both silent and sound work. The Stanley Company has announced a very comprehensive schedule of educational and industrial productions for 1928-29, some of them being in sound.

Agfa to Produce Three Hundred Million Ft.

BINGHAMTON, N. Y. — Agfa-Ansco Corp. is producing more than 200,000 feet of film weekly for use in making technicolor photoplays, in addition to large quantities for the standard "black and white" movies. Company produces more than 150,000,000 feet of the total of 750,000,000 feet of movie film used annually in America. New plant here, to be completed October 1, will provide additional production capacity of 150,000,000 to 200,000,000 feet.

Four Class A Queens Theatres Change Hands

Four Class-A theatres in Queens Village, Nassau, were yesterday acquired by a new \$1,000,000 corporation headed by Irwin Wheeler, Pres., Judge Myron Sulzberger, Treas., Hyman Moss, V. P. and former Deputy Attorney General, Nathaniel L. Goldstein, Sec'y.

The houses acquired are the Floral Park Theatre, Jamaica Avenue and Park Place, Floral Park, a 2,000 seat motion picture and vaudeville house; the Lily Theatre at Floral Park, the New Hyde Theatre at New Hyde Park and the Bellerose Theatre at Jamaica Avenue and 244th Street, Bellerose, a 1,000-seat moving picture theatre with office building and stores adjoining.

'UNCLE TOM' OVERCOMES SOUTHERN PREJUDICE

"Uncle Tom's Cabin" is doing a phenomenal business in the Palace Theatre, Ft. Smith, Arkansas. The first day's box-office receipts were equivalent to an entire average week's receipts, according to a message from W. E. Sipe, Universal manager in Memphis.

Ft. Smith is another Southern city which has added proof to the growing conviction that war prejudice has died down generally throughout the South and that this picture merits seeing because of its great story and entertainment value.

Louisiana C. of C. Bids for Film Production

(Continued from page 1)
of Louisiana, where he spent 4 weeks in a thorough survey. McEvoy and Shumate took opposite views of what ailed the motion picture industry.

Pres. George Harvey announced the appointment of a Naked Truth Dinner Committee, headed by Dan Hancock and of a new Service Committee, headed by Walter Eberhardt. Other Committees chosen were on Membership, with Hopp Hadley, Chairman, a finance, auditing, art and publicity committee.

Capitol Honored

Maxime Mongendre, the counsel general of France, and the two daughters of the President of Cuba, Sylvia and Marta Sanchez, visited the Capitol Theatre last Friday afternoon.

NEWS!

Busy exhibitors and executives
are reading

THE DAILY REVIEW

Because it is printing news.

THE DAILY REVIEW

is reaching more readers today than ever in
the history of this publication with news they
are interested in knowing.

NEWS!

LAST 1928 GOTHAM PRODUCTION BEGUN

Casting has been completed and production has already begun on "The Head of the Family", last of the 1927-28 schedule of Gotham Productions. The story, by George Randolph Chester, ran in the Saturday Evening Post, and was adapted by Peter Milne, former trade paper editor.

The cast includes Virginia Lee Corbin, William Russel, Mickey Bennett, Richard Walling and Alma Bennett. Joseph C. Boyle is wielding the megaphone.

Linn Funeral Tonight

Funeral Services for Kurt W. Linn, veteran Laemmle associate and general manager of the Universal Pictures Corporation of Delaware, who died Tuesday after an extended illness, will be held tonight (Friday) at 8:30 o'clock at the funeral chapel, 332 East 86th Street, New York City.

Loew Made V.P.

Arthur Loew has been elected Vice-President of the Motion Picture Club, replacing Elmer Pearson, resigned. Jack Alicote has been appointed Athletic Director of the Club. Arthur Stebbins is captain of the golf team. John Spargo has resigned as a member of the Club and has been appointed Manager of the Club.

Want to buy or lease small theatre city or suburbs New York, Brooklyn, Westchester. Write F. K., Box 10, Exhibitors DAILY REVIEW.

CINEMATOGRAHERS

Bell & Howell—Akeley Cameras
Still Cameras—Graflex Cameras
All Sizes—Portable Lights—
Projectors

For Rent
IRVING BROWNING
110 W. 40th Street, New York City
Penn. 1258-9

1400-SEAT RIALTO TO BE BUILT IN MANILA

Papers of incorporation of the Rialto Theatre Corporation have been filed with the Bureau of Commerce and Industry, Assistant Trade Commissioner Wilbur K. Hoyt, Manila, Philippine Islands advises the Department of Commerce. The company is capitalized at \$150,000 of which \$40,000 has been subscribed and paid in.

Contract for the construction of the new theatre has been let and work has already begun on the building. It is announced that the new motion picture theatre, which is expected to be ready for occupancy in November, will be constructed of reinforced concrete and will have a seating capacity of 1,400.

Loew Circuit Books

Newlywed Comedy

"The Newlyweds Headache," the latest Stern Brothers Comedy featuring Snookums, the child star, shortly will be seen over the Loew Circuit, in and around New York.

Several other Stern two-reelers also are showing on Loew screens, among them "Watch the Birdie," a Buster Brown Comedy, "Sailor Suits," a "Let George Do It" Comedy with Sid Saylor and the current Newlyweds comedy, "The Newlyweds' Court Troubles."

Incorporations

The Sound Studios, a New York corporation has been formed, with 1,000 shares of common stock. This is probably the company that Pathe-FBO-RCA are interested in.

Road Show Pictures with a capital of \$20,000 was formed yesterday as well as the Bronx Park Amusement Corporation, with \$20,000 capital, which will engage in motion pictures.

Starke Coming

Pauline Starke, (Mrs. Jack White) arrives in town tomorrow for the coming World's premiere of the 2-reel Technicolor Great Events series picture, "The Thrall of Lief the Lucky," an M-G-M release.

Miss Starke plays the lead.

An Early Choice Means Choicer Units!

THE concentration and isolation of film exchanges is at last to be a reality—but at the rate space is going in FILM CENTER BUILDING, no time is to be lost—40% of it is already leased—that's what the industry thinks of it!—get your share of the remaining 60%!—it means more safety, more efficiency, and more business!



Film Center Building

44th Street • NINTH AVENUE • 45th Street

Fireproof storage vaults on all floors
Special projection and inspection rooms
Shipping platform with ramp to street,
eliminating sidewalk shipping
18,000 sq. ft. floors—or smaller units
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Moderate rents and low insurance rates

OCCUPANCY DECEMBER 1928

Ask—*Spear & Co.* to show you plans!
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FILM CENTER, INC., Builders... ABE N. ADELSON, Pres.



NEW YORK'S NEWEST AND FINEST HOTEL

SMARTLY NEAR THE CENTER OF THINGS

Around the corner from New York's exclusive shopping district, readily accessible to leading theatres, and railroad terminals, yet in a neighborhood socially correct and away from the noise and turmoil of the business district. The Park Central enjoys a location distinctly unique in its advantages. Come to the Park Central, New York's newest and finest hotel, where you will find advantages heretofore unknown to American hostleries—Radio outlets... Electric Refrigeration... Periodic Saunas and Roof Patios for private social functions... swimming pool... Florentine Grille featuring the Park Central Grille Orchestra... other features equally unusual and desirable. Single rooms five dollars per day and up. Double rooms eight dollars per day and up.

THE PARK CENTRAL

FIFTY-FIFTH STREET AT 7th AVENUE
NEW YORK CITY

Carl Laemmle
100% Talk
Picture is
Here!



male's *first* king

Its name is "THE MELODY OF LOVE"—

Voices give it the breath of life.

It is the romantic story of love, life and laughter with
soldiers and song for background—

All the characters speak their lines!—

The performance of every member of the excellent
cast will delight you!—

Walter Pidgeon is the hero—

Mildred Harris is the Loved One—

Jane Winton is the girl he left behind him—

Jimmy Dugan is Walter Pidgeon's comedy—

Jack Richardson is the heavy—

All give finished performances—

All are convincing—

All are entertaining—

Directed by Arch Heath—story by Robert Arch. Sound supervision by C. Roy Hunter with the Universal Recording Orchestra and the Universal City Melody Four.

Moomaw Raises Bankroll for Mormon Film Glazer Conducts First Pathe Voice Tests

**\$650,000 Mormon Film
Production Guarantees
Lyon-Prevost \$40,000**

By JOE BLAIR
Hollywood Correspondent

Several years ago, Louis Moomaw, a giant Alaskan landed in New York with a picture he called "The Cheechawkos". After peddling it around for a while it finally was placed with Associated Exhibitors, then releasing through Pathe.

This same Moomaw was next heard of in Salt Lake City. He had a great idea for a picture and told all the natives about it. The result being that Louis dropped into Hollywood one day with a \$650,000 bank roll and started casting for a Mormon picture to be made in and around Salt Lake. Marie Prevost and Ben Lyon were engaged to play the leads and guaranteed ten weeks' work, and \$40,000 was placed to the credit of each of these players in a local bank at the time of the signing of the contract.

The story is supposed to center around the life of Brigham Young, the famous Mormon and deals with the entire history of Mormonism.

Crosland Gets Plum

Alan Crosland has been signed by John Considine, Jr., to direct "Say It with Music" the United Artists picture that will be made in New York with Harry Richman starred.

Production may be transferred to the Paramount Eastern Studio in Astoria, according to Considine.

Milestone with Jannings

Lewis Milestone, director, has been assigned the directorship of the new Emil Jannings picture "Ellis Island". This will follow Herr Jannings' present effort "Sins of the Father".

Chaplin Starts

Charles Spencer Chaplin started shooting on his next comedy "City Lights" yesterday at the Chaplin studio. Charlie, of course is playing the lead being supported by Merna Kennedy and Harry Crocker. Henry Bergman, friend and business associate of Charlie's is also in the cast.

Clift Completes "Paradise"

Denison Clift, British International's ace American Director, has just completed Betty Balfour's triumph, "Paradise" which will be trade shown at the Hippodrome in London.

Schulberg Uses Extras

Motion picture extra players will not suffer lack of employment at the studios as a result of talking pictures.

This statement, coming from P. B. Schulberg, general manager of West Coast production for Paramount, refutes widely-circulated reports to the effect that sound pictures will utilize a fewer number of extras in comparison with silent films.

RENAUD HOFFMAN TO DO COL. "STOOL PIGEON"

"Stool Pigeon," a dramatic tale of New York's underworld, has been started under the direction of Renaud Hoffman for Columbia Pictures.

Olive Borden is cast in the stellar role, that of "Goldie," a gangster girl. Supporting Miss Borden are Charles Delaney, Lucy Beaumont, Louis Natheaux, Clarence Burton and others.

English Thriller

Gaumont Company, Ltd. previewed their automobile racing picture, "Smashing Through", for the benefit of noted racing drivers in England. These motorists proclaimed the automobile races with its thrills and accidents, as absolutely authentic and truly interesting.

Kinemas, Ltd. Control

S. A. Phonofilm License

(Continued from page 1)

and controls a circuit of 46 houses in all. Hayden also revealed that one of the troubles of exhibitors in South Africa is censorship which is very strict, the authorities being very much against sex themes.

The renting business in that country is also radically different from anywhere else in the world. The exhibitor enters into a several years' contract with the distributors, for one, two or three complete programs a week, at a fixed price.

There is practically no production in South Africa. Last year an Italian unit, headed by Commander Gatti came out to Zululand and made a 7-reel film of Zulu life which has been released in Italy and South Africa.

Aero Dinner Draws

Big Film Leaders

(Continued from page 1)

of the Navy for Aeronautics, and William P. McCracken, Assistant Secretary of Commerce for Aeronautics and other personalities interested in aviation.

Will H. Hays, head of the motion picture industry, will be the special guest of honor but the real stars of the evening will be the men in charge of the news weeklies, including H. E. Hancock of Kinogram; Ray Hall of Pathe; L. S. Diamond of Paramount; Terry Ramsey of Pathe; E. B. Hatrick of International; Jack Darock of Paramount; Truman Talley of Fox; Capt. George Baynes; Michael B. Chafin and Emanuel Cohen of Paramount.

Among the important film heads who will attend are Adolph Zukor, William Fox, Nicholas Schenck, Albert and Harry M. Warner, Robert T. Kane, Sidney R. Kent, Jesse L. Lasky, Carl Laemmle, Major Edward Bowes, S. L. Rothafel and Samuel Katz and George Eastman.

A feature length film of the air exploits of Colonel Charles A. Lindbergh will be shown for the first time.

STUDIO GOSSIP

The completed cast for the First National production of "Ritzzy Rosie" comprises Alice White, Jack Mulhall, Thelma Todd, Doris Dawson, Frances Hamilton, Benny Rubin, Georgie Stone, Natalie Joyce and Fred Kelsey. Mervyn LeRoy will direct.

"Someone to Love" is the title for the next Paramount-Charles Rogers picture. Mary Brian will support Buddy.

Frances Hamilton, Pasadena society girl, has been placed under contract by First National. She is at present working in the Billie Dove picture "Adoration".

Lois Wilson has been placed under a long term contract by Warner Brothers. She will have featured parts.

Jack Holt's next picture for Paramount will be a Zane Grey story "Sunset Pass".

Ben Bard is leaving Fox. His contract is up next week at which time he will free lance.

It seems that every man in Hollywood, having the qualifications of being "tall, handsome and with dancing ability" has been tested for the M-G-M "Broadway Melody" picture. Gus Edwards is to supervise and stage the cabaret scenes.

Sophie Wachner, Hollywood modiste, has given up her shop and will be seen in the future on the Fox lot in charge of the designing and making of gowns for Fox stars.

It looks as if Johnny Mack Brown, the M-G-M contract player, will get the coveted male lead in the new Mary Pickford talking picture, "Coquette".

Tiffany Stahl is also going to do a fight story. This one from the pen of Eve Unsell and will be called "Spirit of Youth". Walter Lang will direct and Larry Kent and Dorothy Sebastian will have the leads.

Little "Joe" Dunn seems to be stepping right out. You remember she was one of the "Paramount school" and was let out shortly after this organization took the graduates to the coast from the Long Island studio. Since then she has appeared in several notable roles and with the success attained in the Jolson picture "The Singing Fool" and the choice assignments in store for her at M-G-M, stardom is hardly a stones throw for Josephine.

Dorothy Farnum, script writer, has been signed by M-G-M. Miss Farnum has been free-lancing but most of this work has been done for the organization that just signed her. She is working on the new Navarro opus "Pagan".

Lilyan Tashman will have a featured role in the Raoul Walsh-Fox picture, "In Old Arizona".

Preparations for 100% Photophone Talkie Under Way

Colvin W. Brown, Executive Vice President, arrived at the Pathe Studios this week just in time to witness the initial voice recordings of prominent Pathe players, in the first extensive test of RCA Photophone on the West Coast, Benjamin Glazer, Sound Executive, conducted the tests on the new sound proof stage No. 7, assisted by Horace Jackson and Scott Littleton, members of his staff who are writing the talking continuities.

Glazer personally directed Carol Lombard, Junior Cogan and Robert St. Angelo in a 100 per cent talking test scene from a juvenile play. Voices and faces registered perfectly and with absolute synchronization. Incandescent lights were used and worked most satisfactorily with the panchromatic film now being used at the Pathe Studios.

Later, the principals of "The Leathernecks", William Boyd's next starring vehicle, were given tests. This was a preliminary to also ascertain what talking sequences will be available for this production.

Asther Being Groomed

It looks as if Metro-Goldwyn-Mayer are grooming Nils Asther for the vacancy that might be created by the departure of John Gilbert from the pay-roll of that organization. Rumors have it that Gilbert will go with United Artists when his contract expires in March. Asther has been assigned the lead opposite Greta Garbo in this star's next picture "Heat". Sidney Franklin will direct.

Reicher Back at P-F-L

Frank Reicher, well known New York stage director and actor, is back at the Paramount Hollywood studios, right where he started fifteen years ago. He is now playing a role in Emil Jannings' picture, "Sins of the Fathers".

"Erik the Great" Done

Filming of final scenes in "Erik the Great", Universal's second production co-starring Conrad Veidt and Mary Philbin, who appeared together in "The Man Who Laughs", has been completed, according to an announcement from Universal City.

Metro W.C. Officials

in N. Y. Conference

(Continued from page 1)

the East in the Cosmopolitan studios, recently taken over by Metro-Goldwyn-Mayer, will result in more frequent meetings of West and East Coast officials of the company.

Asquith Directing

The Hon. Anthony Asquith, associated with British Instructional Films, Ltd., has begun directing "The Princess' Fortnight" in Berlin with Mady Christians and Fred Rains.

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 69

New York, Saturday, September 22, 1928

FIVE CENTS

OBSERVATIONS

Sounds

This is one for the book and the height of something or other. Big Broadway houses, and no doubt representative theatres in other cities, seem to have an idea that without "sound" patrons will not come into the houses. And with this thought, the houses are stretching every point to give it to them. Imagine this: The Roxy, Paramount, Rivoli and Rialto theatres, all have wonderful orchestras, costing a lot of money. In addition to this they have tremendously expensive organs and excellent artists to play them. In the past both orchestra and organ have furnished the music for the picture. Now, this expensive array of musicians are shoved out of the pit at the first glimpse of the picture, and the sound machine is turned on. Is there any comparison between these wonderful orchestras and organs and the talking machine? And do the operators of these houses really think the public would rather have the latter in preference to the former?

More Sounds

The great benefit, as we see it, to synchronized pictures is in the small towns and small houses where the owner can not afford orchestras and good organists. In these houses a picture synchronized with music furnished by a big orchestra, would be a welcome addition to the method now in use and WOULD bring more patrons.

Still More

The Fox organization have added their bit to this "height of something or other" in taking off the ending of "The River Pirate" and closing the picture with a talking sequence wherein an elderly gentleman appears and tells the audience how the story ends. It sounded like a radio bed-time story, and was certainly, equally effective. This mad dash to sound and talk is making maniacs out of some of our best producers. And the extreme has not yet been reached. In the Fox instance, the ending might have been weak, as originally photographed, and this organization figured by putting in a talking fade out, two birds would be killed, first the ending would be improved and secondly, and most important, DIALOGUE WOULD BE ADDED. But regardless of the value of the original ending, it could not have been one half as bad as the one now in use at the Roxy.

WILKERSON

SKOURAS TO RIVAL KATZ IN WARNER-1st NAT'L. COMBINE

Sapiro Organization Agrees to Dissolve December 1st

Association Stood in Way of Pending Theatre Deals

The Independent Motion Picture Exhibitors Association, Inc., yesterday decided at a special meeting, to notify all the members that the binding operating agreements will now be nullified and the members will be immediately free to do their own film purchasing as heretofore. After December 1st, 1928, they will be free of all other obligations to the Association, at which time it is expected the Association will be dissolved. All film exchanges are being notified of the dissolution.

Close observers of the recent decision (Continued on page 2)

ARBITRATION BOARD BANS RE-ARGUMENT

WASHINGTON, D. C. — An extremely important ruling in arbitration was rendered here last week by the Washington Film Board of Arbitration on a matter of procedure which has never been legally tested heretofore and which has been the subject of controversy for years between distributors and exhibitors. (Continued on page 2)

Alice Day Here

Alice Day, featured player, is in New York at the Park Central. Miss Day is here to do the talking sequences in the Gotham picture, "Times Square."

DILLON NEW G.M.

Leaves Distribution End to Manager N. Y. Theatres

George Dillon, formerly District Manager for Pathe, has left the distribution end of the business for the exhibition end and has become General Manager for the Springer Circuit of 8 theatres in upper Broadway and the Bronx, of which Jack Springer is the head.

The houses are the Symphony, Adelphia, Stoddard, 77th, Essex, Keystone, Dyckmann and Ward. All the houses will eventually be wired for sound.

Audience Titters at 2 Vitaphone Breaks

The only two things that could happen to a talking picture, happened Thursday night at the Winter Garden and they caused the house management and the audience plenty of uneasiness.

The first occurred in the trailer of "The Terror." During Alec Francis's introduction of the various players in this picture, the talking film suddenly became silent for half a minute while Francis's lips babbled on, with no sound coming from them.

The second mishap took place right in the middle of the Jolson feature while Jolson was talking to David Lee. The screen went black this time for a full three-quarters of a minute while Jolson's voice rambled on.

JOELSON-SUCHMAN LOSE BLENHEIM-U.A. VERDICT

The Joelson & Suchman Circuit lost an interesting case brought against United Artists in arbitration this week, which involved \$1,000 for two unplayed pictures "The Gaucho" and "The Garden of Eden."

The Blenheim Theatre took fire on April 29th, as the result of which (Continued on page 2)

LAEMMLE SAILS TO EUROPE FOR REST

Ernst Laemmle, Universal director and nephew of the President of Universal Pictures Corporation, will sail today on the steamer Deutschland for Berlin.

His primary object is to recover his health. Six months ago the front wheel brakes of his car locked and resulted in an accident which will require his wearing an iron brace for several months to come. When he has fully recovered, he is looking forward to making a picture for release by the Matador Films, a picture which would be adapted to American release as well, with several German stars whom he has in mind.

May Direct Operations of 350 Theatres in National Chain

SWINGS CONTROL

The Warner Brothers-First National merger deal has been closed and official announcements will be issued within the next week. Warner Brothers have been able to swing this deal through the additional stock control in First National thrown to them by the Skouras interests of St. Louis and two other franchise holders.

On reliable authority it is under- (Continued on page 2)

INDIA COMMISSION PRAISES U. S. FILMS

Motion pictures, and particularly American-made motion pictures, are completely absolved of any deleterious effect on Indian audiences, in a book-length report of the Indian Cinematograph Commission, a government body. A complete copy of the report has just reached this country.

American motion pictures constitute 78 percent of the footage shown in India and Burma, and the commission, created by act of the Indian Legislative Assembly, was asked to report on the charge that films from the western hemisphere were undermining Indian culture and having a harmful effect on moral concepts.

Consolidate 2 Index

New York Exchanges

Harry Thomas, and his First Division Pictures, Inc., have acquired the Commonwealth Film Exchange of New York, Samuel Zierler signing the papers Thursday, as President of Commonwealth.

First Division will take over all the product of Commonwealth and is also going to release Excellent Pictures. The combined exchanges will be operated from the office of First Division, in such a manner as to offer exhibitors in the territory the most comprehensive program that an independent exchange ever offered.

All existing contracts exhibitors now hold with Commonwealth will be absolutely performed by First Division Pictures, Inc., it is understood.

DAILY REVIEW

Reg. U. S. Pat. Off.
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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hempsstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Hy Gainsboro, Duke of Flushing, who claims to be in Dr. Works' class as a bridge player, is considering giving lessons to a selected class at the Motion Picture Club between 4 and 6 Tuesday, Thursday and Saturday . . . Al Feinman has at last got a title which fits his ambitions; he has been made National Counsellor to the United States Chamber of Commerce by the A.M.P.A. and what's he going to do with all of it . . . Joe Shea, one of Jeff McCarthy's school of road show aces, has resigned from the road show department of Pathe and will take a vacation before hooking up with one of several offers . . . Harry, Abe and Jack Warner are so busy receiving congratulations on the "Singing Fool" that they haven't much time to attend to the regular run of their work, and why not? . . . Harry Reichenbach has again joined out with Universal and will handle the Colony Theatre, opening on September 30 with with Lonesome, and again those Universal people demonstrate what wise birds they are . . . Harry Thomas, who has many boosters, is receiving congratulations over buying the Commonwealth Exchange, long owned by Sam Zierler . . . Pete Smith is here from the coast and as he probably will team up with Howard Dietz, everyone had better be on the quiver—whatever that is . . . Phil Reisman, general sales manager of Pathe has departed on a long western trip which will take him to the coast before he gets back . . . Ernst Laemmle, Universal director who was smashed up in a motor accident, sails today for Germany to recuperate, after which he will direct at least one picture with Carl Laemmle's German unit . . . Roger Ferri, who has been running the Fox house organ and doing exploitation work in the sales department, has been transferred to the coast studios . . .

Skouras to Rival Katz in Warner-1st Nat'l. Combine

(Continued from page 1)

stood that Spyrou Skouras has been motivating the Warner control of First National with the hope of becoming head of the vast theatre circuit of over three hundred theatres in the Warner-Stanley-First National pool, and he will occupy a position similar to that held by Katz as head of Publix Theatres.

Skouras is the third pivot in the keystone of the controlling voting trust of First National, the other two being Balaban and Rosshiem. With Rosshiem and Skouras in accord, the way was paved for swinging the proposition.

Effect Economies

Both companies, for the time being will retain their individual identities. Almost immediately, after actual signing of the papers and the official announcements, both organizations will commence merging their respective selling and producing forces, to effect further economies in overhead expense.

The best sales elements and exchange locations of both organizations will be retained, when centralization is effected.

The Warner Studios will later move over to Burbank, as soon as the numerous sound stages being built there by First National are completed. The Warner Studios on Sunset Boulevard have become too valuable as physical property, to be able to retain them there solely for pictures.

Why Warner Bought

It was this week just learned what the principal reason was for the Warner acquisition of the Stanley chain of theatres. The Warner selling organization woke up to the fact that they had overlooked the possibility of making five-year contracts with all the big circuits which were clamoring for talking picture product, which contracts could have easily been obtained, due to their enviable position as the first producers to put out successful box-office sound successes.

Had all deals for Vitaphone product been made on this five-year basis, there would have been no immediate necessity for this tremendous theatre buying.

Fox to Sell?

The only other large holder of First National stock now left is William Fox, whose West Coast Theatres gives him a 25% interest. Whether Fox will throw this over to a possible pool which may be formed with the other minor franchise holders in First National who are opposed to the Warner deal, and thus organize a formidable opposition to the managing directorship, or sell this 25% interest, is a matter of speculation.

1st Nat'l the Gainer

This Warner deal promises to be an excellent thing for First National, because of the immediate availability of Vitaphone product to First National franchise-holders and accounts. In the past several years, the franchise-holders have been playing diverse product, Paramount and Metro-Goldwyn-Mayer pictures getting a good break and in many cases, very little First National product being found suitable.

It is now expected that the booking percentage of the First-National-Warner product will now show an upward swing in all circuits operated by the franchisers.

NON-THEATRICALS HAIL NEW SAFETY DEVICE

Non-theatrical outlets, which have been faced with fire-underwriter's restrictions heretofore in the projection of educational and industrial will find their troubles over, after the demonstration in New York this week of a new non-combustible film, which will be permitted to be used without a booth and even using a wooden instead of metal projector head.

The process is an invention of the Tree-Pho photographic film process which is being sponsored by the Graves Holding Corporation.

"Seven Footprints"

First National is to do the A. Merritt story, "Seven Footprints to Satan". Benjamin Christensen will direct.

"Apache" for Columbia

Columbia has bought an original story, "The Apache" from Ramon Romeo. Phil Rosen will direct and Margarete Livingston will have a leading role.

Arbitration Board

Bans Re-Argument

(Continued from page 1)

hibitors.

A number of national distributors obtained an award of \$4,500 against a circuit of theatres represented by Payette & Dalke, for the bicycling of film.

The exhibitors last week attempted to reopen the case on the ground that new evidence was discovered and the exhibitors had not had their day in court. The Board, after hearing arguments of attorneys for both sides, Louis Nizer, representing the exchanges, decided that arbitration decisions are final and they would not reopen this case.

For the first time, an arbitration board itself has decided that it has no authority to reopen anything once decided, and that this will work both ways, favoring exhibitor and distributor alike.

Sapiro Organization Agrees to Dissolve December 1st

(Continued from page 1)

velopments in the I.M.P.E.A. believe that this intention to break-up the association was forced by those theatre owners who have deals on for selling their theatres to Fox or Warners, and who felt that the Association was standing in the way.

Aaron Sapiro's resolution to the membership disclosed that the proposed appeal in the Mayer & Schneider case will be abandoned, and that suits against them for payment of dues will be left in the hands of the Administrative Committee.

The Association will continue its legal existence so that the members may revive activity in the future if they so desire.

CINEMATOGRAPHERS

Bell & Howell—Akeley Cameras
Still Cameras—Graflex Cameras
All Sizes—Portable Lights—
Projectors

For Rent
IRVING BROWNING
110 W. 40th Street, New York City
Penn. 1253-9

The \$250,000 King

Barney Glazer has always been one of the highest priced writers in pictures. Now he has reached the financial top as a supervisor. For Barney has a contract with Joe Kennedy supervising sound for FBO-Pathe which calls for \$5,000 a week and every week for a year. If this don't make him a king, what then?

Change for Maynard

"Wells Fargo Express," a story of the famous stage coach company that guaranteed safe delivery in the days of bandits and road agents, is to be Ken Maynard's next western production for First National Pictures, instead of "The Lawless Legion" as previously announced. Al Rogell will direct.

C. E. Smith Returns

Cresson E. Smith, Assistant General Sales Manager of United Artists returned to New York yesterday from a month's trip to the mid-west territory. Smith reports exhibitors anxious to play sound pictures but they must be good.

Ufa Denies Story

BERLIN—The Ufa company yesterday denied the rumor that Herr Hugo Correl would resign his office as direction and production chief.

Mayor Life-Member

On Monday the Board of Directors of the Motion Picture Club will have ready for presentation to Mayor Walker a unique document.

At the last Board of Directors meeting, it was decided to present Mayor Walker with a gold certificate of life membership.

Joelson-Suchman Lose

Blenheim-U.A. Verdict

(Continued from page 1)

the theatre had been closed and the exhibitors sent notification of a clause in paragraph 18 of the contract, cancelling these pictures, claiming they were unable to open for three months.

Louis Nizer, representing United Artists, contended first that the fire did not prevent the theatre from opening and that the exhibitors saw fit to keep it closed for other reasons and they therefore could not take advantage of the clause, and secondly that the computation of the three months' period must be made from the notice of availability of a picture and not from the date of the fire and that therefore three months had not elapsed.

This point, which has never previously been tested out in arbitration, resulted in the Board granting an award in favor of the exchange.

British Find a Valentino Gilbert-Cortez Wonder

LONDON—British International Pictures are touting a new screen find in the person of Alexander D'Arcy, whose latest work is in "Paradise".

The company is advertising D'Arcy as "another Valentino, but he can act"; "another John Gilbert, but he is better looking"; "another Ricardo Cortez, but he is human".

PICTURE REVIEWS

"MOTHER KNOWS BEST"

For.....Movietone
Directed by.....John Blystone
Staged By Charles Judels and Dave
Stamper

Dialogue.....Eugene Walter
Featuring.....Madge Bellamy,
Louise Dresser, Barry Norton

A fine production that is a credit to Fox and to the industry; sincerely and intelligently produced from Edna Ferber's thoughtful story—Dialogue does not exhaust the patience of an audience, but Madge Bellamy's impersonations of Jolson, Harry Lauder and Anna Held lack talent, as such. Her Anna Held, the best. Norton and Bellamy adequate though not vital and forceful enough. Dresser's performance, the finest, by far.

Story concerns a mother's determination to guide her talented daughter into a stage career, to the counter destruction of every normal impulse to spiritual and emotional love which motivates the girl. Because the mother had an unhappy married life, she teaches daughter to despise all men. This fails and although the girl climbs the histrionic heights, she cannot hide her love for a boy-composer, who loves her. She finally collapses through repressed emotions and only through the return of her lover, thought dead, in the war, and the mother having learned her lesson, does she recover and all is well.

"Q SHIPS"

New Era—British
Directed by.....Geoffrey Barkas
and Michael Barringer
Photography.....Sydney Blythe
Technical Advisors.....Lt. Comm. H.
Auten and Comm. Rhone

Produced with sanction and co-operation of the British Admiralty and making use of many scenes from official British war pictures. A gripping production which holds an audience all the way through in a tense way and makes them actually live through a phase of the World War.

The picture is a treatise on the awful destruction accomplished by German submarines during the beginning of the war and

the various ways in which the British evolved plans to check-mate the menace. One of these schemes was the conversion of old tramp vessels into submarine fighters, by equipping them with real armament, thoroughly hidden. Thrilling submarine scenes are pictured as well as the operation of the "Q" ships and actual sea battles.

Sincerity and considerate treatment of both sides in this sea struggle, is the key-note of the film, which should prove of interest to 90 per cent of all American audiences.

"THE RIVER PIRATE"

Direction.....Wm. K. Howard
Story by.....Francis Coe
Photography.....Lucien Andriot
Cast.....Victor McLaglen,
Lois Moran, Nick Stuart, Donald
Crisp, Earle Fox.

This is a very interesting and novel story of a hard-boiled river pirate's devotion to a lad with whom he has become pals during their stay in jail. The boy has been "rail-roaded" and after his escape he helps the older man ply his crooked trade only to get in another jam—this time with him. Scenes in the reformatory were exceptionally well handled and the picture contains an excellent set of titles. McLaglen fans will eat this up because in this one he's not only tough but does some real acting and has great human appeal as well. Nick Stuart too, shares acting honors, doing his best work so far. The entire cast is excellent and the picture maintains a pace that makes for good entertainment.

"DOCKS OF NEW YORK"

Direction.....Josef Von Sternberg
Photography by.....Hal Rosson
Cast.....George Bancroft,
Betty Compson, Baclanova, Clyde
Cook.

Despite the box-office title and powerful cast, we doubt whether it will be possible to "mop-up" with this one. There is something terribly lacking in the picture, which had all the background and acting ability for a smashing success. "Docks of New York" concerns it-

self with an incident in the life of a rowdy stoker, during a single night ashore, and what starts out to be gripping drama, dissolves instead into three intensely perfect character studies.

The picture is expertly directed throughout but more with the hand of a portrait painter than that of a story teller, and contains some of the most interesting and beautiful photography we have ever seen. Von Sternberg has given us a more than adequate picture of these sordid lives, but entertainment value rests on more than characterization alone, even tho in this instance it is unexcelled by George Bancroft and the entire cast.

"THE WHIP"

First National
Directed By.....Charles J. Brabin
Featuring.....Dorothy Mackaill,
Ralph Forbes, Anna Q. Nilsson and
Lowell Sherman

Old English derby race melodrama containing all the familiar elements of love and trickery, occasioned by the great annual Ascot Day races. There is the fine old Lord who is grooming his temperamental favorite for the race; the race tout, the crooked notary, the pseudo Duchess, the two lovers and the designing villain.

The railroad wreck scenes as well as those of the race itself, and a thrilling automobile smashup are thrillingly depicted in direction and photography, though otherwise there is nothing new to make the film anything but ancient entertainment, whose plot can be anticipated by any average audience, as it unfolds.

If your audiences are not particular and will be satisfied with an old story fairly well done, you won't lose. Titling is adequate, though it could stand pepping up.

"THE CAMERAMAN"

M-G-M
Directed by.....Edward Sedgwick
Featuring.....Buster Keaton,
Marceline Day, Harry Gribbon.

The best and funniest of the trilogy of films which have appeared about the tribulations of newsreel

photographers—Keaton has gagged this one to a riot and the tongue-war sequence will grip grown-ups as well as the kids. Exhibitors booking this one should rig up a loud-speaker amplifier outside the house to carry the roars of laughter to passers-by. It's a tonic.

Keaton turns from making tin-type portraits to that of newsreel photographer, investing his meager savings in an old battered camera that has seen its best days, in order to be near the girl he has fallen in love with. In trying to make good, everything goes wrong, though he works hard and photographs everything in sight. He comes back from a tongue war which he exclusively covers, only to find no film in his camera when it's all over, and similar hard luck greets him all along the line until he finally makes good for the sake of the girl.

"CAPTAIN SWAGGER"

Pathe
Directed by.....E. H. Griffith
Featuring.....Rod La Rocque,
Sue Carol, Ulrich Haupt.
Photography by.....J. J. Mescall

The stories being handed La Rocque by Pathe are not designed to do justice to his talents and this is one of the weakest. Director has done as well as anyone could do, but there is nothing in this that will stir your audience, not even a first-rate love-story. La Rocque and Ulrich Haupt as well as Sue Carol labor mightily and what results is just another picture ordinarily handled.

Gentlemen of leisure and flying ace during the war, finds himself broke when returned to private life. He almost turns bandit, but in this way meets the girl, also broke—together they make a success as cabaret performers. Cafe is held-up by ex-German flying ace, a friendly enemy of our hero's during the war—Drummond corners the crook, shoots him and then aids him to escape—girl thinks Drummond pulled the job—German explains and all ends well.

Sound Featurettes

"DEBUREAU"

Fox Movietone—Lionel Atwill
An unusual departure for film fans, in this monologue delivered by Atwill, from one of the scenes of the play "Debureau." It is distinctly 'theatre' and the sort of thing that picture-goers may not relish so well, as it is apt to grow tedious.

Atwill appears in front of stage curtain and imparts the wisdom of acting to his son, who is not seen in this action, not being essential. A complete master of the art of pantomime and the spoken word, Atwill with great feeling runs the gamut of human emotion, in describing to his son the proper conduct and procedure to be followed as one of the profession.

Atwill's name will mean a lot in hilling this skit, but on account of its length, audience may tire of it before it is half-way through.

"CROONING ALONG"

Vitaphone—The Crooners
Three jazz and blues singers, accompanying themselves on the ukulele and with a piano accompanist. A singing and instrumental number that is chiefly distinguished by the tenor of the trio and his fine crooning voice.

Two of the numbers are ordinary for modern jazz stuff but the third is hot and is done in a distinctive way. This Vitaphone short will suffice as a program filler on a feature talking bill.

"A BIT OF OLD SCOTCH"

Vitaphone—Kitty Doner
Kitty performs a good part of her standard vaudeville repertoire in this short featurette, doing a peppy combination singing and dancing number that has personality plus all over it. Her hoofing is of the tap dancing nature and the act opens with her donning scotch attire while singing.

When she has completed her costuming, she advances to the front of the stage and does a fast dance to piano accompaniment and her own song. She is a well-known male impersonator, and as a leg show, while dressing will go big in the big towns.

"THE BATTLE HYMN OF THE REPUBLIC"

Fox Movietone
This short talking feature is one of the finest and most appealing things yet, done through this new medium of voice and shadow. Picture will arouse patriotic fervor, through its genuineness.

Act opens with the daughter of Julia Ward Howe, Mrs. Elliot, describing to her niece, Miss Hall, how the well known lyric has been inspired and written in 1861 during the Civil War.

This she feelingly describes, and then she recites the hymn and as it nears the closing lines, the scene is double exposed into marching lines of troops in the dim light.

Balaban and Katz

*again demonstrate what
smart showmen they
are by cashing in
on the start of
the football
season with the
snappiest of
football comedies*



WIN THAT GIRL

with **DAVID ROLLINS** and **SUE CAROL**
DAVID BUTLER PRODUCTION

Opens Today
at the

ORIENTAL, CHICAGO

Synchronized for theatres playing
Movietone—Silent for others

It's grand entertainment either way
and timely as tomorrow morning's paper

NOW

IS THE TIME FOR
SMART SHOWMEN TO
SCORE A GOAL WITH

FOX

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 70

New York, Monday, September 24, 1928

FIVE CENTS

OBSERVATIONS

Front Page

The current dramatic hit in New York, "Front Page" is causing most every studio to rush a newspaper story into production. Fox, Paramount, Metro-Goldwyn-Mayer, Warners, Universal, Tiffany-Stahl and goodness knows how many others, have but one thought—"a newspaper story". The market will be flooded. Fox we understand is going to produce the "real McCoy". Meaning it will be made as an all-talker and the talk will be quite astounding. Probably not as "heavy" as the current stage attraction. But heavy enough.

Warners

With the Warner-First National deal set, Harry M. Warner is no doubt centering his attention on the closing of the Keith-Albee-Orpheum circuit. Many feel that this sale has already been set and point to the fact that Murdock, Kennedy and Pat Casey left for their European jaunt at probably, the most important time of the year in so far as K-A-O is concerned. Booking offices, theatres and the general atmosphere around the Keith office has always taken on a very busy air around Labor Day, for this has always been the beginning of a new season, and this, they reason, was no time for these theatre heads to be away. They figure the Warner deal has been definitely closed for some time, for if it was not J. J. Murdock would have been at his desk and not in Europe. That reasoning is a little faint but has some foundation.

Pathe

Many are asking, if K-A-O go to Warners, what will happen to Pathe. There is an answer but we have not found it yet. Murdock is heavily interested in Pathe. More than many of us imagine. Will Pathe be included in this K-A-O sale? We doubt it. There seems to be more reason to assume that this organization will join forces with FBO under the joint operation of Murdock, Kennedy and Radio Corporation of America. However any guess is as good, maybe better than ours. What's yours?

WILKERSON

GERMAN GOV'T.-UFA OFFICIALS DENY BAN ON AMERICAN FILMS

OFFICIAL LINDBERGH FILM PRESENTATION

Picture Producers at Aeronautical Dinner Tonight

The Hon. William R. Castle, Jr., Assistant Secretary of State, will tonight be officially presented with the 7-reel feature Lindbergh film, for the United States Government, at the dinner the Aeronautical Industry is giving the Motion Picture Industry at the Waldorf-Astoria tonight.

One thousand notables, headed by such names as Earl Rowland, winner of the Transcontinental Air Derby; F. Trubee Davison, Edward P. Warner, Asst. Secretary of the Navy; William O. McCrackern, Asst. Secretary of the Commerce Department for Aeronautics; A. H. G. Fokker, Lester D. Gardner, Pres. of the Aeronautical Chamber of Commerce; (Continued on page 2)

Otterson to Address

Electrical League

J. E. Otterson, President of Electrical Research Products, Inc., will address the members of the New York Electrical League, at their next luncheon on Wednesday at the Hotel Astor.

Otterson will talk on "The Voice of the Movie and What It Means". He will attempt to tell what is ahead in this new talking picture field.

Fall Convention Picture Engineers in 5-Day Session

The Fall meeting of the Society of Motion Picture Engineers which commences today at Lake Placid, N. Y. and which will last until Friday promises to be the most important session ever held by this body, in view of the very latest scientific developments in talking motion pictures. Over 300 members of the Society are in attendance today to listen to the Presidential address of W. B. Cook, of the Kodascope Libraries.

Other addresses or papers to be read today will be Progress in the Industry by Frank Benford, Public Reaction to Sound Movies by Mor-



WILL H. HAYS

who will tonight at the dinner tendered by the Aeronautical Industry, officially present Feature Film of Lindbergh's exploits

LAEMMLE TO ATTEND "LONESOME" OPENING

Carl Laemmle, accompanied by his daughter, Miss Rosabelle Laemmle, Mr. and Mrs. Maurice Fleckles, and Jack Ross, his secretary, will leave Los Angeles in time to arrive in New York Sunday, September 30th. (Continued on page 2)

Invitations Issued for Amer. Participation—Klitsch Misquoted

By Dr. R. OTTO
Special Correspondent

BERLIN—Officials of the German Exhibitors' Association are amazed at the reports printed in the American papers imputing that the European exhibitors intend to ban American pictures from the European screens.

There is no exhibitor between the North and South poles who does not know the value of American films, and who does not appreciate what the American Industry has done for his trade and for him.

It was not the Berlin Committee's fault that not one American exhibitor attended the conference. Invitations were tendered through the (Continued on page 2)

VITA IN BERLIN

"Noah's Ark" in Legitimate Theatre—Prod. Also

BERLIN—Herman Starr who arrived here last week, has announced plans for the Vitaphone premiere of "Noah's Ark" in Berlin, in January or February, in a legitimate theatre.

Warner Brothers will also produce Vitaphone pictures in Germany, but not before next summer.

PHOTOPHONE CREATES COMMER. DEPARTMENT

Leroy P. Sawyer Elected V. P. in Charge—Heyl for Foreign Bus.

With a rapidly growing national and international demand for Photophone talking-movie apparatus, the RCA Photophone Company are making extensive plans for further expansion.

The first step taken, according to announcement from E. E. Butcher, was the appointment and election of Leroy P. Sawyer, as Commercial Vice-President of RCA Photophone, Inc., effective October 1st. He will head the new Commercial Department just organized.

E. O. Heyl has also joined the executive staff of Photophone and his work will be in the development of Photophone business in foreign fields.

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

W. R. WILKERSON, Publisher and Editor

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Joe Burr, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemstead 1514)

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York—Fred McConnell and Lou Metzger played golf Saturday and if Fred lost he was to fast over Yom Kippur and both refuse to tell the result of the match . . . Earl Hudson is again in our midst, having accepted the position of assistant publisher of the Motion Picture News, which shows Bill Johnson is still a smart bird . . . Julius Singer blossomed out Saturday with his second shave of the day and the first carnation of the season replacing the usual aster, and they haven't yet found a way to stop that Beau Brummel . . . Nat Rothstein and Doug Leishman, a couple of local Scotchman, proved true to type by visiting Scotland and mailing postal cards with both names on the same card . . . Ray Rockett, after a long stay making pictures in Germany sailed for home last Saturday on the Leviathan, and Al Rockett will delay his return to the coast to meet up with him . . . John N. Harris, picture theatre impresario from Pittsburgh is in New York spending a few days on business and looking at the big sound pictures . . . Max Alexander, Eastern representative of Stern Brothers, who has been in Europe for some time, sailed for home this week . . . Jack Bachmann, one of Paramounts associate producers on the coast, is coming to New York soon to do nothing but look at a lot of Broadway shows, and who wouldn't have such a job? . . . William Fox, John Zanft and Jack Leo have returned from Detroit where they went to see that the new Fox 5000 seat theatre got opened properly . . . Vivian Moses, who has been spending a couple of weeks in New York, goes back to the Paramount coast studios on Wednesday if he doesn't miss the train . . . Louis B. Mayer got in from the coast Saturday and for the next couple of week will spend a lot of time with sound picture making . . . William H. Skirboll, Columbia franchise holder in Cleveland, is in New York for a series of conferences with Joe Brandt . . .

ZAKORO SELLS PADDOCK KEN'Y-OHIO TERRITORY

"The Olympic Hero", the 5-reel comedy featuring Charles Paddock, formerly America's leading sprinter, was released by the Zakoro Film Corporation, national film distributors of 723 Seventh Avenue, to the Fischer Film Exchanges, covering the territorial rights in Kentucky and Ohio, yesterday.

BOWES-MENDOZA-AXT SCORE CRAWFORD FILM

The Capitol Theatre is busy installing complete Movietone facilities this week for the presentation of its first sound picture, "Our Dancing Daughters", next Saturday. This film by Josephine Lovett, features Joan Crawford, and Harry Beaumont directed.

In addition to "Our Dancing Daughters", the Capitol will present Van and Schenck, in a Metro Movietone Act; an "Our Gang" two-reel comedy, "The Ol' Gray Hoss", in Metro Movietone; and Fox Movietone News.

The synchronized score of "Our Dancing Daughters", with its theme song, "I Loved You Then as I Love You Now", was prepared by Major Edward Bowes, David Mendoza and William Axt. Forthcoming productions at the Capitol which have already been synchronized under their supervision include Lon Chaney's "While the City Sleeps" and Lillian Gish's "The Wind".

Official Lindbergh Film Presentation

(Continued from page 1)

Will H. Hays, Adolph Zukor, William Fox, Nicholas Schenck, Albert and Harry Warner, S. R. Kent, Jesse L. Lasky, S. L. Rothafel, Major Bowes, Sam Katz, George Eastman and many others will attend.

Distinguished guests from Washington, members of the French, Belgium and British Embassies will also be present. Prints of the feature, which has been compiled from news-reel pictures of the exploits of Lindbergh, by members of the Hays organization, will be presented by a special mission to the governments of France, Belgium and Great Britain.

A novelty preceding the dinner will be flying trips offered to as many of the guests as can be accommodated, by the Atlantic Aircraft Corporation. A. H. G. Fokker, president of the company, will put one of the new F-10-A ships at the disposal of the Dinner Committee, and guests wishing to fly will be able to do so as the formal guests of Mr. Fokker.

Florey Completes First

Robert Florey has completed his first Paramount short reeler. It will be known as "The Pusher in the Face" and was made at the Paramount eastern studio. His next will feature the Four Marx Brothers.

Al Hall Promoted

Al Hall, formerly in charge of cutting at the First National studios and more recently in charge of the cutting of Colleen Moore's pictures has been elevated to the position of comedy constructor on Miss Moore's future pictures.

P-F-L Ad Sales Dept. Creates "Color Paint"

James A. Clark, manager of the Paramount Ad Sales Department, today announced an innovation in ad sales material for exhibitors. The new display, known as Color-Paint, is the size of a one-sheet, 28 by 42 inches containing hand colored photographic enlargements of scenes from particular pictures.

Color-Paint is a distinct departure in display advertising bearing no resemblance to any form of ad sales material now in use. It is designed for display in any type of theatre but will appeal particularly to deluxe and first run house operators because of the rich effects achieved in its composition. It is also a very effective medium for window tie-ups, libraries and other high class special locations.

"Wings" and "The Wedding March" are the first two specials to be treated with Color-Paint.

Laemmle to Attend

"Lonesome" Opening

(Continued from page 1)

In time, for the re-opening of the Colony Theatre, where "Lonesome", Universal's first talking picture, will have its Broadway premiere. Carl Laemmle, Jr., and Dr. Paul Fejos, supervisor and director respectively of "Lonesome" will reach New York earlier in the week.

Griffith Leaves Caddo

Raymond Griffith, who went to Caddo under a six-months' contract after his split with Paramount, has been released, without having made one film for Howard Hughes.

German Gov't.-Ufa Officials Deny Ban on Amer. Films

(Continued from page 1)

German Foreign Office.

Without representation of the greatest exhibiting country, America, the conference was incomplete and without the goodwill of the American exhibitor, all the plans adopted by the Conference may come to naught.

American reports stated that Herr Klitsch, head of the Ufa producing and distributing organization declared at the Conference that no American picture should in the future be imported.

Nothing can be more false! Herr Klitsch, on the contrary, in his great speech laid stress on the necessity, that whatever regulations the German government may devise for the protection of the home industry, nothing should be done to strangle the import of foreign pictures.

The same demand was put forward by the official speaker of the German Government, Dr. Posse.

Robinson at Gotham

Casey Robinson, youthful author, has been signed by Sam Sax as a supervisor of Gotham productions. His first will be "The Head of the Family". Joe Boyle will direct, William Russell and Virginia Lee Corbin will have the leads.

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The Daily Review

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All the News



The entire motion picture industry, both foreign and domestic, is covered by newsgatherers for this publication. Our Hollywood and studio service is the most complete in the industry.

HOLLYWOOD PREVIEWS

"STOLEN LOVE"

FBO
Directed by.....Lynn Shore
Photography by.....Ted Paull
Featuring.....Marceline Day,
Owen Moore and Rex Lease.
A good program picture that never gets far away from the cut and dried formula and thus ensures a pleasant feeling for everyone concerned.
When the girls two maiden aunts pack her off to school to cure her love for the country boy, she outwits them by climbing off the train and starting back to meet her sweetheart. But the handsome stranger gives her a lift and she discovers that the boy, who has been told the girl had discarded him, has gone to the city. She allows the handsome stranger to outfit her with fine clothes and provide her with an excellent position. When she attends a gay party with the stranger she meets the boy who fails to understand the innocence of her position—but all ends well. Direction, commendable, cast good and the titles exceptional.

"TAKE ME HOME"

Paramount
Directed by.....Marshall Neilan
Photography by.....J. Roy Hunt
Featuring.....Bebe Daniels,
Neil Hamilton.
The combination of Marshall Neilan as director and Bebe Daniels as star resulted in a picture that will increase the popularity of both. A sure fire box office attraction that gives us a Bebe with all the old dash and pep as well as a new touch of charm and loveliness.
The story is of the currently popular back stage type. A little chorine loves a rube kid, who in turn, becomes stage struck and with the help of the chorine and her friends, develops into a good hooper. The star of the show fancies the new hooper and seemingly wins him away from the girl. She is heart broken, but in her own way, she gets the kid back and the end of the story finds them both back in the quiet and peace of the country. In addition to the excellent work of Miss Daniels, Lilyan Tashman and Neil Hamilton stand out with praiseworthy characterizations and splendid support is given by the rest of the cast. Photography and titles excellent.

Roach Teams Girls

Hal Roach has teamed Anita Garvin and Marion Bryon for a series of two reel comedies patterned after the type comedy Sant Laurel and Oliver Hardy are now doing for his organization.

George Arliss on Warner-WOR Mon.

George Arliss will be the guest artist for the second Warner Bros. Vitaphone Jubilee Hour which will be broadcast Monday night, September 24th, through WOR in New York City and twenty other radio stations comprising the entire Columbia Chain.

"FLIGHT OF THE SOUTHERN CROSS"

G. Allen Hancock Prod.
Arranged by.....Fred Stanley.
This aerial epic is a film epic of the successful flight from California to Australia made by Capt. Kingsford Smith, Charles P. Ulm and Harry W. Lyons and James Warner.
This picture, a complete record of this historic flight is a tremendous picture that will capture every heart and eye in the audience and hold it all the way through. When sound is added, it will become even more thrilling.
Entire sequences of the picture center on the interior scenes in the plane where Warner and Lyons were stationed. From Honolulu to Brisbane, thrilling sky scenes and rain storms are pictured. The equatorial storm that the plane ran into near Suva, with its terrific lightning and thunder is blood curdling.
Book this one for crowded houses. Proceeds from the film are going to the aviators.

"COME AND GET IT"

FBO
Directed by.....Wallace C. Fox
Photography.....Virgil Miller
Featuring.....Bob Steele
An action story that will appeal to the type of houses that specialize in thrillers of the rough and ready sort. Action audiences will eat it up.
Bob Steele is a champ boxer of the Navy whose fistic prowess does not thrill either his mother or his sweetheart. But when a friend of the family is killed because of a stolen necklace unwittingly owned by Bob's mother and his father is on the verge of hanging through circumstantial evidence, Bob enters the ring to win the bribe necessary to pay off one of the criminals, who would turn state's evidence for a given sum, and everything ends happily. There is plenty of action, innumerable thrills, ample comedy and not too much plot. Steele's cleancut boyish personality is a decided asset to the story.

"River Woman" Booked by Mid-Wesco Circuit

Budd Rogers, Vice-President of Gotham Productions announces that Jack Grauman of Gotham's Milwaukee exchange has sold the entire Mid-Wesco Circuit on "The River Woman", Gotham's initial 1928-29 special, starring Lionel Barrymore and Jacqueline Logan.

P-F-L Sign New Girl

Leone Lane, 19 year old beauty of Boston, has been placed under contract by B. P. Schulberg production head of Paramount. Miss Lane has been playing leads in a series of two reels being released by FBO.

"PORT OF DREAMS"

Universal
Directed by.....Wesley Ruggles
Photography.....John Stumer
Starring.....Mary Philbin
Given a simple story with all the elements that made "Seventh Heaven" such an outstanding attraction, Universal has here a strong contender for box office honors. Not a great story, but one that is sure to delight the fans and result in the passing the good word around.
The story concerns the efforts of a young convict to find love and happiness despite the not entirely new idea of having the law as his opposition. The youth is beloved by the girl who pictures him as the embodiment of all the beauty and joy that life has denied to her. Mary Philbin is sincere in her delineation and will win many new admirers, while Fred Mackaye, a new discovery, shows great promise. The direction abounds in fanciful touches and the photography is truly magnificent.

"HEART TROUBLE"

First National
Directed by.....Harry Langdon
Featuring.....Harry Langdon
This can hardly be considered more than ordinary comedy and far away from the standard promised by the earliest of Langdon's feature releases. The laughs are scattered and the story is weak. If Langdon's name still means anything, the fans who come in will be disappointed.
Perhaps the answer to this story can be found in the fact the Langdon, as has been the case in the past two or three flops, insisted on handling the direction. In addition he has gotten away from the characterization that brought him screen fame almost overnight. There may be those who can direct their own comedies, but it is clearly evident that Langdon would do better if he is interested in his screen future, to remain a comedian, in which field he is almost without a peer.

"MARKED MONEY"

Pathe
Directed by.....Spencer Bennett
Photography.....E. Snyder
Featuring.....Junior Coghlan
A "kid" story of average program merit. The entire story is built around a mischievous and lovable youngster and is developed in the manner customary to this type of

screen story.

The boy is delivered into the hands of a gruff old sea captain, whose antipathy toward raising the lad is overcome by the youngster's love for ships plus twenty-thousand dollars. Melodramatic complications ensue and are cleared up in the usual fashion. Bert Woodruff gives an outstanding performance as the old sea captain, but the rest of the cast is quite ordinary. The picture as a whole will have more of an appeal to the youngsters than it will to adults.

"ALIAS JIMMY VALENTINE"

M-G-M
Directed by.....James Conway
Featuring.....William Haines
New version of old film which starred Bert Lytell, which was a drama. This one is a comedy and rates as an average production. However, sound is being added to it, with special effects which may turn the film into a big hit. Direction is good but uninspired. Haines somewhat unsuited to crook roles but does well in dramatic spots.
Plot of Alias Jimmy Valentine, popular play more than decade ago, concerns a clever crook, noted for his ability to open any safe-combination. He wanders into a small town to rob a bank and falls in love with the bank-president's daughter. He turns over a new leaf, taking a job in the bank. At the climax, the banker's little daughter is locked in the vault. Despite the risk if his past becomes known, Jimmy Valentine sets to work to open the vault and save the child's life.

"SHOW GIRL"

First National
Directed by.....Al Santell
Cast.....Alice White,
Charles Delaney, Lee Moran,
Richard Tucker, Kate Price.
Screen Story by James P. O'Donohoe.
Some viewing this one might call it plot No. 642 mention the acting, direction and general production and let it go at that. All this is true, but with it all it is a very entertaining picture of Broadway, cabaret and theatrical night life, and this is always good if properly handled and Al Santell did this and more. Alice White comes out in this production as a real star and deserves it. She is exceedingly good. The rest of the cast is O.K. The picture will entertain and it will get a lot of money at the box office and when this is said what else is there to be added?

Langdon 3-Reeler Ready

Mack Senett, the comedy king, who discovered and developed Harry Langdon, presents the droll-faced comedian in "Soldier Man," a three-reel mirthful, mythical kingdom story released by Pathe on September 30th. Harry Edwards directed from script by Arthur Ripley and Frank Capra.

New Rayart Exchange

Rayart Pictures Incorporated is the name of a new Mayart exchange devoted exclusively to the handling of Rayart pictures in the Iowa and Nebraska territory, with headquarters in Omaha. E. J. Drucker of the same organization operating in Denver and Salt Lake, will have charge of the Omaha office.

Brooks to Germany

Louise Brooks, Paramount player, is to leave Hollywood shortly for Germany. She is to make one, and possibly two pictures for the UFA company.

Gilda's English Film

Gilda Gray has been signed by British International studios for the featured role in "Piccadilly Shiver" which will be put into production immediately.

"Voodoo" Story for Fox

Randall Faye, ace writer for Fox, has written a dramatic story dealing with South Africa, its life and customs. It will be produced by Fox in the very near future.

Studios and Theatres Create Serious Crisis with West Coast Previews

Fans Stay Away on Nights
When No Previews
Billed

By JOE BLAIR
Hollywood Correspondent

Previews are killing business around Hollywood and Southern California. That is, the lack of them are leaving empty houses.

Studio's have made a practice, during the last couple of years, of taking pictures fully assembled, but not completely cut, to neighboring houses in an effort to get an audience reaction to the various sequences. This practice is now so general and the theatres are making such a fuss over them, that unless a theatre shows a preview every night in conjunction with their regular program, an empty house is the result.

Searchlight Tips Off

Formerly the houses gave no evidence that this extra attraction was going to be displayed. But recently big signs are hung in the lobby announcing the preview and in many cases the name of the studio presenting it and in some instances the name of the picture and the cast. In addition to this theatres have instituted the idea of a big searchlight on the top of the theatre. When this light is on, it is preview night, if it is dark, there is no preview. Consequently patrons look for the search light or the lobby sign and if there is none in evidence, they drive on to the next theatre.

The houses having the most previews are the houses doing the business. No single attraction will get any business now. Nothing but previews. Studio officials are considering the advisability of discontinuing this practice.

FBO After Lyon

Ben Lyon is in great demand. This talented leading man is at present working in the Mormon picture being made in Iowa and Utah. FBO have made overtures for him to star in a series of pictures. First National wants him for the lead in Colleen Moore's new picture and M-G-M are angling for his services.

Walthall Series

Henry B. Walthall has been signed to do a series of two-reel productions for the independent market. They are to be made by Addison Dintliff and the first is to be known as "The Little Colonel". George MacIntosh and Ethel Stone will have the juvenile leads.

STUDIO GOSSIP

Lupe Valez has been loaned by United Artists to Paramount for the girl lead in "The Wolf Song". She will play opposite Gary Cooper.

"Helen of London" is the title of a new Tiffany-Stahl picture soon to be put into production with Eve Southern as Helen. George Auchambaud will direct.

Ralph Forbes is to leave Metro. Ralph has not been satisfied with the type roles given him by this organization. At least that is the Forbes side of the matter. M-G-M might have another reason for his leaving.

The Ernst Lubitsch-John Barrymore-United Artists company has returned from location in the Canadian Rockies.

"The Desert Song" will be made in colors by Warners. It will, of course, be a 100% talkie.

Columbia has started work on "The Street of Illusion". Earle Kenton is directing Jacqueline Logan, Theodore Von Eltz and Bryant Washburn in this production.

Edythe Chapman has been given the mother role in the Clara Bow picture "Three Week Ends" being done at Paramount.

The title of the Clarence Brown production originally known as "The Wife of Stephen Trombolt" has been changed to "Wonders of Women".

Harry Gribbon is having a tough time making ends meet with the many assignments starring him in the face. He worked eight consecutive nights in rain scenes for the M-G-M production of "Honeymoon". He finally got to bed one morning at six o'clock only to be called two hours later for scenes in "Mysterious Island".

There will only be one white person in the cast of the (almost) all-negro picture King Vidor is to do for M-G-M.

Gaston Glass has been assigned one of the leading roles in the Pathe production of "Geraldine".

James Cruze, his wife, Betty Compson and a party of friends will soon

leave for the Hawaiian Islands on a vacation trip.

Charles Eaton, Helen Twelvetrees, Carmel Myers, and Earle Foxe have been selected for the cast of "Badges", Max Marcin's play, which will be made into a Movietone feature at the Fox West Coast studios. Lew Seiler will direct this all-talking picture.

Charles Klein's first production for Fox Films which hitherto has carried the titles of "Fog" and "The Case of Mary Brown" now has a third title, "Blindfold".

Warner Brothers have completed "On Trial". This is an all-talkie and was directed by Archie Mayo.

Conrad Nagel has been cast in the new Warner production of "Kid Gloves". Raymond Enright will direct.

Hobart Bosworth has been added to the cast of the Ernst Lubitsch-United Artists-John Barrymore picture "The King of the Mountains".

Kenneth Thompson surprised the gangaround the Fox lot on his return from New York recently. He presented Mrs. Kenneth Thompson. She was formerly Alden Gay. Kenneth is working in the Emmett Flynn picture "The Veiled Woman".

New York will soon see Alice White. After the completion of "Ritzzy Rosie" she will leave Hollywood for a visit to the metropolis.

Margaret LaMarr, Mike Tellegen, and Bo Ling have been added to the cast of "Husbands Are Liars" which Raymond Cannon is making for Fox.

Will Chappel has been signed by Universal to write the adaptation of "Husband Wanted" the next Laura LaPlante starring picture.

Peter Milne has finished the adaptation and continuity of "The Head of the Family" for Gotham.

Warners Change Policy

Due to unusual business, the Warner Theatre in Hollywood has been forced to run a continuous policy at this playhouse. Formerly the theatre closed between 5:30 and 7 P. M.

TARZAN-'U' SERIAL NOW 15 CHAPTERS

Fred J. McConnell, Short Subjects and Serial Sales Manager for Universal, has just announced a radical innovation in the serial field, in the form of lengthening "Tarzan the Mighty", Universal's current super serial, during its production, as a result of insistent demands by exhibitors cashing in on its early episodes, that it be made as long as possible.

The serial has been increased from twelve to fifteen chapters. It was released beginning August 13th. With the additional chapters, the weekly release period will run to include November 19th.

FOX "STELLA POLARIS" HAS LONDON PREMIERE

"Stella Polaris", a new Fox picture, opened a London engagement yesterday at the Plaza Theatre in Piccadilly Circus. This is none other than "Lost in the Arctic", which recently had a run on Broadway. While the title has been changed for England the Movietone accompaniment remains the same.

"College Humor" Series

H. N. Swanson, editor and publisher of College Humor is sponsoring a series of single reels to be made by Duane N. Mowat. This series will tie up all the big football games throughout the country this coming Fall. Al Davis, formerly Fox comedy director, is writing the stories and will do the directing. Horace Mowat and Ann Carter will play the leads. They will all be photographed in sound and will have talking throughout.

Fox Buys "Hell Lady"

The Fox organization have purchased the stage play, "From Hell Comes the Lady" written by George Scarborough. This production had a Hollywood showing last year and was produced by Joseph Schilkraut.

"D. W." to Act

D. W. Griffith is going to have a part in the picture he is now directing for United Artists. D. W. had several voice tests made and decided after viewing and hearing these tests to enact a role in "The Love Song".

Hersholt Going Abroad

From present indications it seems that Jean Hersholt, Universal star, will make at least one and possibly two pictures that will be made in Germany by Universal. Paul Kohner is at present in Germany arranging the details.

A ROAD SHOW SPECIAL - FOR EXTENDED RUN THEATRES

WHY GIRLS GO WRONG

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DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 71

New York, Tuesday, September 25, 1928

FIVE CENTS

OBSERVATIONS

Kennedy

What's happened, if anything, to Joseph P. Kennedy? Why this antagonistic attitude on the part of quite a few of the big mouths in this business? What is the reason for it? Yesterday he was Mr. Picture, today, according to some, he is anything but. What is the reason for it all? Other than the First National break, Mr. Kennedy seems to be holding the same position now, that he held before he left for Europe. Why then, do some of our trade papers insist on discrediting him all around? Has the "hidden force" in this industry decided to turn thumbs down on Joseph P.? If so, for what reason?

Credit

This Kennedy person, is a very clever business man. He is competent and if any of you doubt that, have a look at F. B. O. and you will see a smooth running profit-making young producing and distributing organization, with no strife, little if any, internal troubles, making a good program brand of pictures at a cost that will net the organization a good profit and sold to exhibitors on a basis that will permit them a sufficient intake to pay off some of the losses for pictures of the larger producing and distributing companies. And Mr. Kennedy had more to do with this than any other person.

Economies

J. P. instituted some economies in FBO that caused quite a bit of laughter to some. These savings were the results of sensible conclusions on the part of a competent business man. Results have been shown. FBO is making better pictures today than ever before and, considering the type and the advance in production values, are making them cheaper. What is the answer then, to this attack on Kennedy?

Metzger

In conversation with Louis B. Metzger, general sales manager at Universal, we were astounded to be told that 92% of the key points have been closed for Universal product for the coming season. In looking back over other years, that would not seem worthy of mention, but with buying strikes, talking pictures and general unsettled conditions existing today, we would judge this as somewhat of an accomplishment. WILKERSON

WM. FOX CONTRACTS FOR GREATER N. Y. HOUSES

S. M. P. Engineers

—Lk. Placid

TODAY'S PROGRAM

9:30 A. M.

Sound Picture Situation in Hollywood—Frank Woods Photo-Electric Cells

L. R. Koller

Light Valve Recording

Donald Mackenzie

Kerr Method of Recording

V. Zworykin

Ground Noise in Sound

Reproduction—O. Sandvik

Classroom Use of Films

T. E. Finegan

8:30 P. M.

Entertainment by

Electrical Research Products

Kodacolor Demonstration

Eastman-Kodak

SEATTLE EXHIBITOR WINS P-F-L DISPUTE

SEATTLE—Paramount lost a decision in arbitration and an award of \$971.50 was granted Winkler and Bedgesoff of the Green Parrot Theatre in this city.

The present owners of the theatre asked the Board to enforce its contract with Paramount Famous-Lasky for two pictures a week, which performance was to have begun in December 1927.

Neal East, representing the P-F-L Exchange stated that through an error, although an agreement was made with O. T. Klawitter, former (Continued on page 2)

300 "KING OF KINGS" BOOKINGS SEPT. 30

12½% of Total Day and Date Showings in Sound Houses

Pathe will on September 30th begin a national simultaneous day and date release of "King of Kings" in 300 theatres 12½% of which showings will be in sound. An intensive exploitation campaign will be issued on behalf of the picture and the exhibitors.

Eighteen principals of stellar importance head the cast. Among the noteworthy principals may be mentioned H. B. Warner, Dorothy Cumming, Ernest Torrence, Joseph Schildkraut, Jacqueline Logan, Rudolph Schildkraut, Montagu Love, Sam De Grasse, Victor Varnoni, Theodore Kosloff, George Siegmann, Majel Coleman, William Boyd, Julla Faye and Robert Edeson. (Continued on page 2)

CARL LAEMMLE EAST FOR COLONY OPENING

Carl Laemmle, accompanied by his daughter Rosabelle and Mr. and Mrs. Maurice Fleckles, is leaving Hollywood today for New York to attend the opening of his Colony Theatre Sunday Sept. 30th. The house will re-open with the Paul Fejos production "Lonesome" and will have both talk and synchronization.

Tonal Vibration Difficulties Up for Discussion by M. P. Engineers

HELLER-SHUMATE-DAY VISIT BRISTOL PLANT

Herman Heller, formerly musical director of Warner-Vitaphone in New York, has been selected to do the score for the Bristolphone synchronization of the Gotham Production "Times Square".

Heller, Harold E. Shumate, director and Alice Day, journeyed up to the Bristolphone sound stages at Waterbury, Conn. on Saturday, to start the addition of the sound effects to the picture.

By J. C. Steinberg
Bell Telephone Laboratories, Inc.
New York, N. Y.

Speech waves are composed of a large number of tones of different frequency which change continually during utterance. When these waves enter the ear the tones cause disturbances which are spread out along a membrane containing the nerves of hearing. The high tones disturb one end of the membrane; the low tones disturb the other end.

This action might be compared to the keys of a player piano in operation; at one instant the keys at one part of the scale are depressed; at a (Continued on page 3)

Definite Announcement When Entire Group Closed

William Fox is actually closing contracts for the purchase of some fifty or more theatres in the greater New York territory.

This publication announced some time ago that Fox was negotiating for the purchase of a string of independent theatres in this zone on the basis of a price that was agreeable to both the present theatre owner and the Fox head. Since that time the Fox broker, A. L. Blumenthal, has been conducting daily conferences with the independent groups from his suite at the Ambassador Hotel and last Friday an actual con- (Continued on page 2)

HAMMONS-WHITE TEST ALL SOUND APPARATUS

Jack White and E. W. Hammons are carefully looking over the various talking film synchronizing apparatus on the market with a view toward selecting the best method to use in making Educational's sound comedies for next year.

Whether it will be Vocafilm or some other method has not yet been determined upon, but indications would seem to point to the selection of a different one than Vocafilm, with which several comedies have already been synchronized, although Hammons has stated he has a contract to distribute all Vocafilm pictures for the next five years.

White's present contract with Educational expires within the next few months, and this matter will probably be adjusted with Hammons for his future services, before the studio head leaves for California in 10 days.

SAPIRO LAYS FAILURE ON LACK OF MEMBERS

Aaron Sapiro in his resolution presented to the membership of the I.M.P.E.A., before final dissolution was voted upon, gave as his reasons for the failure of the cooperative movement, first, that the association never had even half of the independent exhibitors in New York, and through this could not achieve the position of power they had hoped for. Sapiro further states:

"In addition, we met with severe opposition, some of it, frank and (Continued on page 3)

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

W. R. WILKERSON, Publisher and Editor

Abraham Bernstein, Managing Editor; Herman J. Schieffer, Business Manager; Executive and Editorial Offices, 45 West 45th Street, New York. Telephone Bryant 6160. Address all communications to Executive Offices. Subscription Rates including postage paid, per year: United States and Canada, \$10; Foreign, \$15; single copies, 5 cents. Remit by check, money order, currency or postage. Entered as second-class matter January 4, 1926, at the post office of New York, under the Act of March 3, 1879. Published and copyrighted by Exhibitors Review Publishing Corporation, Printed by Cline Printing Corporation, New York City.

Most of our New York City subscribers are furnished their papers by carriers, in order that they will get a more prompt service than that given by mail. Subscribers will oblige by notifying us about any lapse in service. Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemphstead 1514).

London Office and Correspondent: Samuel Harris "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Distributors, 259 Spadina Ave., Toronto, Canada.



New York:—Hy Dail says there are three pleasant things about writing a successful play—writing it, watching it being produced, and sitting back receiving royalty checks, and the latter not the least.

Pat Garry declares his social duties over the week ends have become so strenuous that they have commenced to run him ragged.

J. David Blaufox, one of the old New York exploitation guard, postcards in from Cleveland that business is going great and that newspapers are getting softer for United Artists pictures.

Bill Orr, who won a fine cup at last spring golf tournament, has been trying to repeat ever since and has finally made up his mind that he did all of his stuff on the one day. Carl Laemmle has sent on word from the laemmle that he will return to New York in time to attend the opening of "Lonesome" at the Colony Theatre next month.

Frederick Wynne-Jones, speaking of his signature, says even at his bank no one can read it but they pay off all checks on the hyphen.

Joe Brandt says he is still of the opinion that "Submarine" is a good picture and he should know as he sees it every other day.

Ted Schlanger, Eastern Divisional sales manager of Universal, who has been on a long trip over his territory, is due back in New York this week. Will Hays put on a picture show last night showing the pictures of Lindbergh's exploits at a dinner given by the Aeronautical Chamber of Commerce, and then presenting the prints to the U. S. Government.

Joe Kennedy is supposed to have sailed from some place in Europe for home last Saturday, but so far his office doesn't know when to expect him.

Charlie Rogers, who recently returned from Europe, is expected to leave for Hollywood this week with his new distributing contracts signed and sealed. Bruce Gallup, who has been sojourning in Florida and enjoying himself, storms notwithstanding, will be back on his job at United Artists next Monday.

WARNER AND WALLIS LEAVE FOR HOLLYWOOD

J. L. Warner, production head of Warner Bros., is en route to Hollywood from New York where he has been spending the past three weeks. The purpose of his trip east was to attend the world premiere of Al Jolson in "The Singing Fool" at the Winter Garden and to supervise details relative to the opening of the Vitaphone Studios in Brooklyn which will occur next month for the production of Vitaphone pictures.

Also westbound is Hal Wallis, studio publicity chief, who has been in New York conferring with A. P. Waxman, Warner Bros. Director of Publicity and Advertising.

Reisman Going West

CHICAGO—Phil Reisman, Pathe's General Sales Manager, made this city his first stop in what will be a tour of the exchanges in the Western district, which will probably take him all the way to the West Coast.

Wm. Fox Contracts for Greater N. Y. Houses

(Continued from page 1)
tract was signed for the purchase of one group.

Other contracts in this immense theatre deal will be closed from day to day during this and next week with no definite announcement coming from Fox of these closings until all theatres he is now negotiating for have been set. This will be done in a week or ten days.

The DAILY REVIEW is informed, and by a very reliable source, that with the actual closing of all the houses in greater New York, the Fox activities will be moved to Philadelphia where he will purchase fifteen or twenty houses in that city and the immediate vicinity to be added to his present Fox theatre and a number that will be placed under construction in Philadelphia at a very early date.

Aside from the Philadelphia and New York purchases and the contemplated closing of the Walter Reade string in New Jersey, Fox is said to have options on houses in Baltimore, Washington, Richmond and Norfolk.

300 "King of Kings" Bookings Sept. 30

(Continued from page 1)
The musical accompaniment provided for "The King of Kings" is a masterpiece. Hugo Reisenfeld prepared the score which has been played throughout the world by large orchestras and is provided for his use during the run. This same score has been played by a symphony orchestra for the synchronized version which also has singing by a chorus of 110 voices from the Metropolitan Opera Company and tremendously effective sound accompaniment where this addition enhances the enjoyment of the attraction.

Bootblack Actor in Mystery Story

Oscar Smith, bootblack at the Paramount Hollywood studio, who was transformed into an actor through the friendship of Richard Dix, has been given an important role in "The Canary Murder Case", filming of which is scheduled to start this week. Malcolm St. Clair will direct.

New Nice Studios

Rival Ingram Plant

NICE—The La Victorine studios here, a short ways out of Nice is commanding the attention of American and European producers, because of its splendid facilities and equipment.

The lighting plant of these new studios is capable of producing 18,000 amperes and the studio has its own laboratories, prop rooms, dressing rooms, etc.

Exteriors of great scenic value abound, with a view over the Bay of Angeles and the Alps. An artificial lake for water scenes is also on the property.

Zakoro Gets Another

Rights for the distribution throughout the United States of "Mother of Mine", an eight-reel drama of step-mother love, have been purchased by the Zakoro Film Corporation, 723 Seventh Avenue, national distributors of films, from Jacques Feyder of Paris, through an American producing concern. Mr. Feyder wrote the story and directed the picture.

Al Morris Here

Al Morris, assistant to Harry Rapf, is in New York to make tests of negro players for the forthcoming King Vidor all-negro (but one) production he is to make for M-G-M.

Chevalier Sails October 20

Maurice Chevalier, stage idol of France, who has been signed by Jesse L. Lasky to come here and make talking pictures for Paramount, will sail October 20 and will commence his first film early in November.

New Gaynor-Farrell

Frank Borzage, who directed Janet Gaynor and Charles Farrell in "Seventh Heaven" will have this pair in another to be made by same organization. It will be a story now being written by Tristram Tupper.

Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

POSITIONS WANTED

EXECUTIVE SECRETARY, LADY with 8 years experience in film business desires position in Motion Picture Industry. Highest References. Box 111, Exhibitors DAILY REVIEW.

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LECTURE FILMS, SLIDES, MA-chines bargains. Box 24, Exhibitors DAILY REVIEW.

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BUSINESS OPPORTUNITIES

WHETHER YOU WANT TO HIRE someone or be hired; buy or sell a theatre; trade or sell equipment, or to almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

OREGON STAGE HANDS WALK OUT ON THEATRES

PORTLAND—The stage hands union at Salem, Oregon went out on strike last week, leaving the Capitol and Elsinore theatres flat.

According to the Motion Picture Record, the stage hands have always been a rather refractory gang in the Capitol City and this move has been brewing for a long time.

All houses have combined in issuing an ultimatum that they refuse to arbitrate matters, preferring to operate on a non-union basis.

Junior Orchestraphone

The National Theatre Supply Company has put on the market a new Junior Model Orchestraphone which has just been perfected. The new instrument does not replace the regular orchestraphone, but is designed to accommodate the musical needs of the smaller theatre.

Seattle Exhibitor

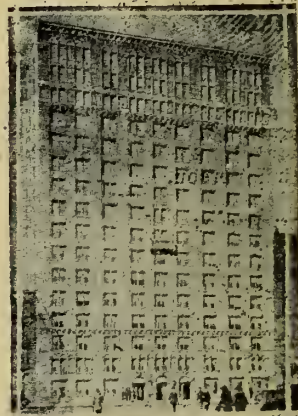
Wins P-F-L Dispute

(Continued from page 1)
owner, at the time of the signing the contract, that the minimum admission price would be 15 cents, the contract was not changed from the printed 10 cents.

He also said that Paramount had not agreed to transfer this contract from the old firm to the new, and therefore, the present operators had no contract at all with Paramount.

Jim Hone, representing the exhibitors, contended there was no change in ownership. Bedgesoff bought out Klawitter and later sold an interest to Winkler.

THE OGDEN



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with Serving Pantries

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Permanent or Transient
Excellent Food—Moderate Tariff
Endicott 3333

Lewis Milestone Signs for Two United Artists Productions

By JOE BLAIR
Hollywood Correspondent

Lewis Milestone, whose reputation was established by his direction of "Two Arabian Knights", has been loaned by Howard Hughes of Caddo to John W. Considine, Jr., of United Artists, to direct "The Shot" and then "Taras Bulba" respectively Pushkin and Gogol stories that will be filmed in 1929 for United Artists. Mr. Milestone will first direct Emil Jannings Next Paramount Picture, "Ellis Island".

Successful direction of "Two Arabian Knights", "The Garden of Eden" and "The Racket" won for Lewis Milestone high place in the ranks of picture-makers. The young man has been a protegee of John W. Considine, Jr., who is but a year his senior. The association of this pair in the making of "Two Arabian Knights" will be resumed with "The Shot," based on a story of Alexander Pushkin and to feature Rod La-Rocque, and will be continued in the filming of "Taras Bulba," Nicolai Gogol's story of a Cossack hetman and his two sons.

ALLIED AMUSEMENTS IN NEW UNION AGREEMENT

SAN FRANCISCO — The Allied Amusement Industries, Inc. and the Musicians Union of this city are negotiating a new two-year agreement. The negotiations with Local No. 6 included the observance of the six-day week, applying to outlying or district theatres, using orchestras nights only, and also the wage increase.

The wage agreement will cover the pro rata of the seventh day lost by the musicians two years ago in the strike.

The special committees acting for the two organizations were: A. M. Bowles, Division Manager of West Coast and Chairman of the Board of Governors of the Allied Amusement Industries; Irving C. Ackerman, Louis R. Greenfield, R. A. McNeil, Cliff Work and Thoms D. Van Osten, Secretary of the Allied Amusement Industries. For the Musicians: Al Greenbaum, Secretary of the Musicians' Union; Walter A. Weber, K. A. Dietrick, Frank Borgel and Phil Sapiro.

Olmstead for Columbia

Gertrude Olmstead has been selected for the leading feminine role in their forthcoming production of "The Lone Wolf's Daughter". Bert Lytell will have the opposite lead.

STUDIO GOSSIP

Universal have signed Peggy Howard to a long-term contract. For the time being she will appear in stock on the "U" lot.

Paul Bern, g.m. at Pathe, has signed a young fellow by the name of Stanley Smith on a term contract for his organization.

Margaret Livingston has been signed for an important role in the Sam Goldwyn production that will star Vilma Banky. Most of the picture will be made in New York.

The next Gary Cooper-Fay Wray picture for Paramount will be "Rodeo Romance". This will be followed by "Haunting Melody" written by John Farrow.

Ben Lyon, on the completion of the picture now in work at Sal Lake, will fly to New York for a vacation.

Louis Wolheim will play the heavy in Paramount's picturization of "The Wolf Song", which Victor Fleming will direct. Gary Cooper is announced for the male lead.

Lothar Mendez, the former Ufa director, who recently completed the silent sequences of Paramount's first all dialogue picture, "Interference", acquitted himself so creditably that he has been signed to a new contract.

Herman Mankiewicz will write the dialogue for "Sins of the Fathers", which Emil Jannings is now completing under the direction of Ludwig Berger. His supporting cast includes Ruth Chatterton, ZaSu Pitts, Barry Norton and Jean Arthur.

"Brass Band", an original story of modern society by Josephine Lovett, who wrote "Our Dancing Daughters", will be Jack Conway's next directorial assignment at the Metro-Goldwyn-Mayer studio. Conway has just completed "Alias Jimmy Valentine", William Haines' new starring vehicle and the first picture to be made by M-G-M with talking sequences.

Robert Julian, who directed "The Phantom of the Opera" and "Three Faces East", has been added to the Metro-Goldwyn-Mayer roster and will make a mystery melodrama for that company. No further production details have been announced.

Things We Do

Not Believe

According to William Collier, Jr., his contract with Tiffany-Stahl permits me to choose my own stories and to make them at my own convenience, in order that they will not interfere with pictures to be made in any other studio.

Tonal Vibration Difficulties

Up for Discussion

(Continued from page 1)

later instant the keys at some other part of the scale are depressed.

The pattern of the disturbance is carried to the brain and interpreted as a speech sound. The lower tones give tone color or timbre to the voice. The higher tones contribute to the prominence of the hissing and frictional sounds such as s and f.

The most understandable sound of speech are the vowel sounds, which are also the loudest. The frequency range below 2500 cycles (vibrations per second) contributes most to their interpretation. The most difficult sounds are among the unvoiced consonants. They are also the faintest of the speech sounds. The frequency range which contributes most to their interpretation begins at about 2000 cycles and extends as high as 8000 or 9000 cycles.

As in the case of speech, musical tones consist of a fundamental frequency and various overtones of the fundamental. The tones, however, are sustained for appreciable lengths of time, and when they are changed, the changes take place in definite steps known as musical intervals. The timbre is determined by the first few overtones. The higher overtones contribute to the brilliance or definition of the musical tones.

In general, the bass instruments produce the greatest sound pressures; the tenor and alto instruments next and the soprano the least pressures that are used in music. Percussion instruments require the greatest frequency range for successful reproduction. These are followed by wind and bowed instruments.

Borden-Pickford Talk

Olive Borden and Jack Pickford will have a talking sequence in the FBO production "Gang War" now being made at the Pathe studios at Culver City.

HE WANTED IT- HE GOT IT- BOTH WAYS-

By Special Correspondent

HOLLYWOOD—This is a sad tale and marks a moral to wit: "If you are looking for opportunity and it comes your way, make the best of it".

A year ago, a young fellow came to Hollywood with the great ambition of being another "John Gilbert". He roamed around for days. No work. Finally one day a big director spotted him, picked him out of the mob and gave him an important assignment in a picture. He did well with the part and when the production was released he came in for quite a bit of praise from every paper in the country. His ambition was on the way of being realized.

Then one day he bought a case of gin.

Today this same boy is wandering around Hollywood, begging nickles and dimes from anyone that will hand the touch. His clothes are all gone and he is sleeping in a three dollar rooming house.

That case of gin finished him.

Sapiro Lays Failure

on Lack of Members

(Continued from page 1)

open, some of it subtle and concealed. The boycott of the Association by the three leading film producers was in itself a tacit admission of your strength as an organization and of fear that this type of organization might some day become a dominant factor in the industry."

"Definite attempts were made to weaken members of the Association by selling away to their competitors some of the most desirable pictures of the year, and members became fearful of the effect on them of such action on the part of the producers."

"Many of the members were faced with difficult financial problems and therefore felt that their investments were put in hazard and they began to seek means of relief, by the sale of their theatres or otherwise."

Will Take the Cut

Several studios contemplating location trips East are having little trouble signing players at quite a cut in salary. Every player wants to come to New York for work, a visit and do a little playing.

"Desert" Role to Unknown

Warners have selected an outsider for the coveted feminine lead in their production of "The Desert Song". Carlotta King will play it. She has been singing over the Warner radio and attracted the notice of studio executives. Tests were made and there's the story.

A ROAD SHOW SPECIAL-FOR EXTENDED RUN THEATRES

WHY GIRLS GO WRONG

A SCREEN EPIC OF THE HOME-A THRILLING AND ELABORATE PRODUCTION

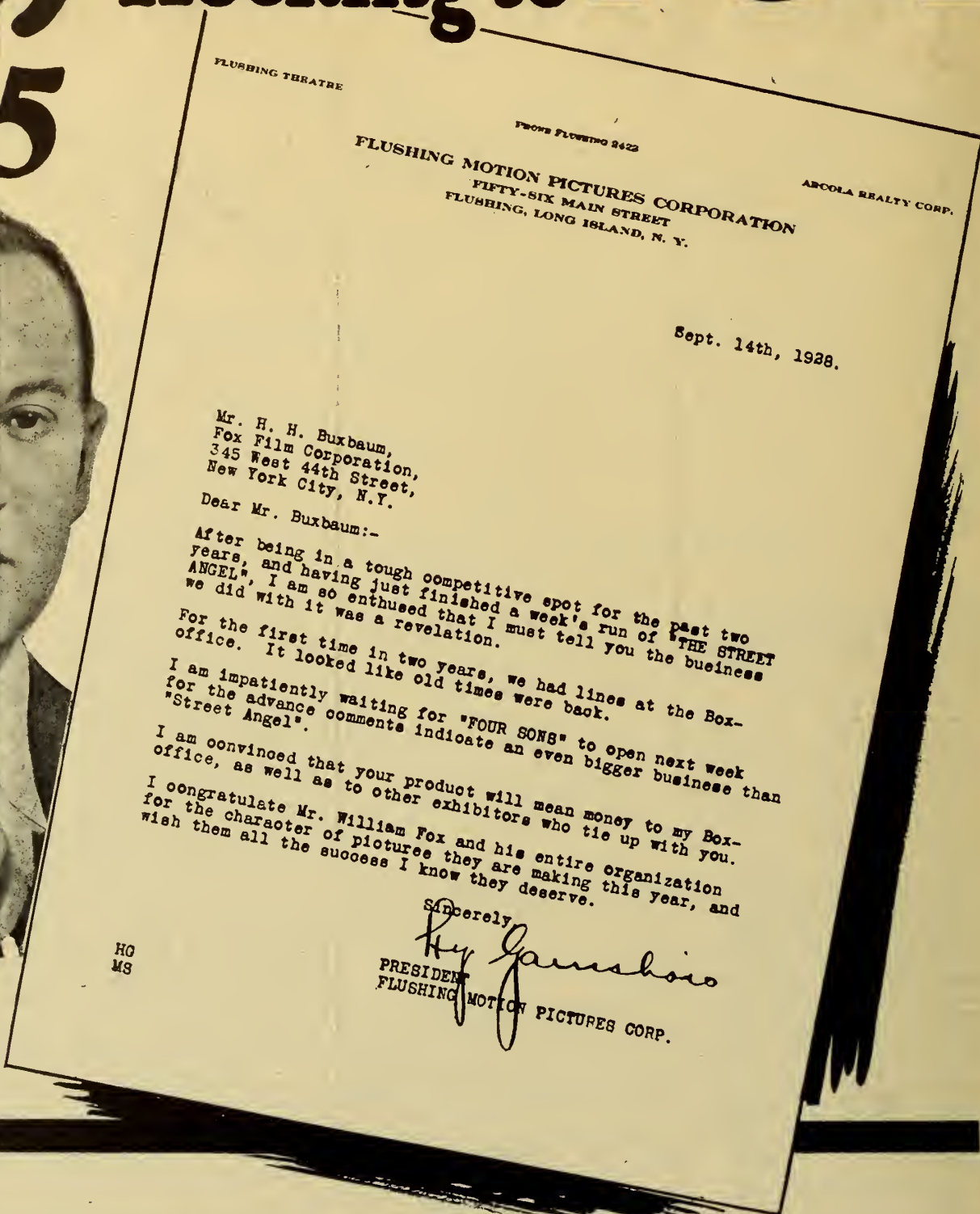
For Bookings and Distribution: WIRE-ROAD SHOW PICTURES INC. 489 FIFTH AVE. SUITE 503 NEW YORK

Why they are flocking to FOX

Nº 5



**Hy
Gainsboro**



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FOX has **8** \$2 Specials **NOW**
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Records Everywhere

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 72

New York, Wednesday, September 26, 1928

FIVE CENTS

OBSERVATIONS

At The Waldorf

The dinner tendered the Motion Picture Industry Monday evening at the Waldorf by the Aeronautical Chamber of Commerce, was more a tribute to the "newsreel boys" than the industry in general. It is not often these men get the credit they so richly deserve, but Tuesday night was another thing altogether.

The General

Will H. Hays spoke for our industry and was placed on the defensive almost from the start. The General could not seem to get himself untracked after crediting a Jersey town for the first flight of the Wright Brothers and finally had to name almost every other State in the Union before he made the right guess. It was very humorous. But altogether the affair was a huge success and will do a lot for both motion pictures and aeronautics.

An Excellent Cause

Amusements have always been the first to offer money and service to any cause that merited it. People in pictures, on the stage, theatres and every branch of this business rise as one to meet any occasion that demanded help. The recent hurricane in Florida and Porto Rica has caused a lot of suffering and there are many in want. Among the first to offer assistance has been the motion picture theatre, actors and actresses, executives and their organizations. The Motion Picture Theatre Owners of America through its President, R. F. Woodhull have sent out an appeal and already benefit performances are being arranged in many theatres. In Hollywood and Los Angeles, the Theatre Managers Association are running a series of boxing contests, all of the bouts being refereed by studio stars and seats selling for as high as \$1,000 apiece. This in addition to benefit performances in all their theatres.

WILKERSON

\$10,000,000 MOVIE TONE CITY IN FOX HILLS STUDIOS READY

COONEY CREDITORS MEET OCTOBER 1

CHICAGO—The first meeting of creditors of the National Theatres Corporation (Cooney Chain) bankrupt company, has been called for October 1st, by Garfield Charles, the Referee in Bankruptcy.

The meeting will be held in the offices of the referee, at the Home Insurance Building.

PARAMOUNT CANADIAN 1928 EARNINGS LARGER

TORONTO—The earnings of the Famous Players Canadian Corporation for the year just closed will, according to reliable observers, be shown substantially higher than for the preceding period. Earnings may be large enough to enable the company to place its junior issue on a regular dividend basis.

The company estimates that through increased attendance, its 130 houses have had an aggregate seating capacity of 42,241.

Delight Evans New Screenland Editor

An announcement comes from the offices of Screenland Magazine that Delight Evans will take over the editorial reins of that publication beginning with the issue dated January, 1929. Miss Evans is the youngest woman editor in the publishing field.

Woodhull Appeals to Exhibitors for Red Cross Hurricane Relief

DEFOREST CANADIAN F-P-SUIT POSTPONED

MONTREAL—The suit of De Forest Phonoflms Company of Canada against Famous Players Canadian Corporation, for patent infringements and \$25,000 damages, has been postponed by the Courts until October 1st, when decision will be had.

The company sought to restrain Famous from exhibiting Movietone performances.

Warner Ends Conference with F.N. Papers Unsigned

At the conclusion of an all-day conference yesterday at the Warner headquarters, Harry M. Warner told Exhibitors Daily Review that papers in the First National deal had not finally been signed as yet.

Officials at First National also stated the same thing. Legal difficulties, it was gathered, are temporarily holding up the signatures, but these minor details are expected to be brushed aside within a day or so.

Lazarus Gets Fox 5-Year Prod. Contract

Harold B. Franklin, president of West Coast Theatres, today announced that at the request of W. R. Sheehan, he has released Jeff Lazarus, new director of publicity and advertising for West Coast Theatres, for promotion to Sheehan's production staff at the Fox Studios in Hollywood.

Lazarus has been given a five year contract by Fox Films, and will work under Sol Wurzel, general superintendent.

Otterson at Astor

J. E. Otterson, President of Electrical Research Products, Inc., will address the New York Electrical League today at the September luncheon of that organization at the Astor Hotel.

Most Complete Sound Plant Ever Conceived—Wm. Fox Tribute

25 BUILDINGS

HOLLYWOOD — Movietone City, the huge \$10,000,000 Fox Film Corporation plant for synchronized picture production at Fox Hills, which has been completed in the quick time of 90 days, will be formally opened today. This is the first plant especially created and designed for the new art of talking pictures. Movietone City covers 40 acres and contains 25 buildings, and was conceived by William Fox. Ground was broken on July 28th. Dedication

(Continued on page 2)

KAUFMAN ASSOCIATE SOUND PRODUCER

In addition to his duties as assistant to Jesse L. Lasky, first vice-president in charge of production for Paramount, Albert A. Kaufman, pioneer film executive, has been appointed associate producer of sound pictures at the Paramount Hollywood studio.

(Continued on page 2)

HAMMOND INJUNCTION CONTINUED IN PITTS.

PITTSBURGH — The injunction suit brought recently by H. E. Hammond of the Lyric Theatre, Erie, Pa., against Metro-Goldwyn-Mayer and others, has been continued for a final hearing by Judge Frank Patterson in the Court of Common

(Continued on page 4)

L. A. THEATRE MANAGERS ORGANIZE R.C. BENEFIT

LOS ANGELES—A Benefit Boxing Performance, at which motion picture stars of prominence will gather, will be given next Saturday, September 29th, at the Olympic Auditorium, for the relief of recent Hurricane victims.

The entertainment is being given under the auspices of the Theatre Managers' Association of Los Angeles. The Executive Committee in charge of the affair, is composed of Fred Miller, Harold B. Franklin, Alexander Pantages, Harry Singer, Si Masters and Henry Duffy.

National President R. F. Woodhull of the Motion Picture Theatre Owners of America yesterday issued the following appeal to Theatre Owners to aid the hurricane sufferers:—

"Theatre Owners everywhere are earnestly urged to do everything in their power to aid the unfortunate victims of the hurricane in Porto Rico, Virgin Islands, Florida and elsewhere in our country and its possessions.

"This can be done effectively in different ways. Direct contributions can be given to your local Red

(Continued on page 4)

DAILY REVIEW

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Most of our New York City subscribers are furnished their papers by carriers, in order that they will get a more prompt service than that given by mail. Subscribers will oblige by notifying us about any lapse in service.

Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hempsstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York—Hy Gainsboro, looking at the Fox page ad on the last page of the Daily Review discovered the picture of a handsome young man and then found out that it was Hy Gainsboro, Duke of Flushing . . . Harry Reichenbach is up to his old tricks, getting first page space and editorials on exploitation stories of Universal's big picture "Lonesome" and that's why Harry's checks always have such a deluxe appearance . . . Sam Spring is out with a neat card announcing his resignation from First National and giving the address of his law office which is 36 West 44th Street . . . Harry Rapi, of Metro, has sent Al Morris here from the coast to make tests of a number of negro actors and actresses for the all-colored picture which Metro will soon start . . . Jack Warner has gone back to Hollywood feeling pretty good over the way his latest big one "The Singing Fool" went over at the Winter Garden, and now Jack will make another big or bigger one . . . Ralph Williams, Universal's assistant divisional sales manager for the southern district, is up from Atlanta for a conference with Lou Metzger and other home office officials . . . Jim Normandy, the popular assistant cashier of the Bank of America, has been elected assistant treasurer of the Motion Picture Club, to help Treasurer Artie Stebbins sign checks and take care of all the money . . . Victor Shapiro has been searching without success for an apartment that suits him and has made application for permission to sleep on a billiard table at the Motion Picture Club if his tough luck holds out . . . Paul Lazarns (of course not thinking about Shapiro) says one way to keep an apartment is to pay rent once in a while so the landlord won't get discouraged . . . Hal Roach has been out playing polo with that American team so it is no wonder they had to revamp the personnel . . . Charlie Moyer up at United Artists, is wrestling with "Three Passions"—but it is only a picture of that title, so it don't mean anything . . .

LA. ACADEMY OF M.P. ARTS TO OFFER COURSE

NEW ORLEANS — The Louisiana Academy of Motion Picture Arts, Inc., has obtained a charter from the State Department of Education, placing them on a par with other State Universities and the Academy, which has secured its own grounds and buildings in New Orleans will offer a 3-term course in silent and talking motion picture instruction.

A number of motion picture directors of deep experience are being recruited for the staff of instructors. The buildings are equipped with studio facilities, dormitories, and other technical equipment.

\$10,000,000 Movietone City in Fox Hills Studios Ready

(Continued from page 1)

of the plant will follow in the very near future.

The principal units of Movietone City at Fox Hills are the four buildings containing the sound proof stages for Movietone production. They are 212 feet long, 165 feet wide and 45 feet high. Each building has two stages that possess individual equipment, apparatus rooms, test laboratories and projection rooms.

Stage One has on its second floor the largest Wurlitzer organ ever constructed, built specially for Fox Movietone. It comprises every appliance and effect possible of use in sound pictures.

An unusual feature of Movietone City which gives it a striking, semi-Oriental effect are three high towers. A decorative column 75 feet high is silhouetted above the big administrative building. In the rear of the stages are reared 2 towers, 100 feet tall, one of them being the gravity tower for the automatic sprinkler system and the other the cooling tower for the air-conditioning system.

The air-conditioning plant, the largest on the Pacific Coast, is housed in three buildings and can heat or refrigerate the temperature inside the stages, independent of the outside weather. It can regulate the humidity and also cope with any number of incandescent lights and people who might otherwise affect the temperature on the stages.

Included among the smaller buildings are the recital hall for auditions, an electric power plant, master projection room, wardrobe building, dressing room structure, garage, carpenter and paint shops, musical library, film storage vault, modern hospital and buildings for studio police and fire departments.

Max Trell to Sail

Max Trell of First National's publicity department, has resigned his post and will sail for Europe on the Cleveland on Saturday (Sept. 29th). Trell will devote himself to newspaper syndicate work and plans the completion of several books. Herbert Crooker, formerly New York representative for Johnny Hines, has been named to succeed Trell.

Young-Cook Return

L. A. Young, President and Grant B. Cook, Treasurer-Secretary of Tiffany-Stahl Pictures returned from Europe yesterday on the Majestic after a month's tour abroad.

Aviation Acknowledges

Debt to M.P. Industry

The Aviation Industry through Major Lester D. Gardner paid deep tribute to the film industry, at the dinner given by the Aeronautical Chamber of Commerce this week.

"The motion picture more than any other single agency should be credited with transforming aviation in the public mind from a joke to a great industry," said Major Gardner.

FOX NEWS CELEBRATES ITS TENTH BIRTHDAY

Fox News will celebrate its tenth birthday today. During the nine years of its existence Fox News has developed a staff of cameramen which covers every corner of the earth.

Herbert Hancock, an experienced newspaperman, was the first editor. Later, Edwin C. Hill took hold. Then came Truman H. Tally as director-in-chief, under whose guidance Fox News made its broadest strides.

A new department of the reel was recently established in Los Angeles, under the supervision of Blaine Walker, to serve the great string of West Coast Theatres.

The editorial staff at the Fox home office in New York includes James E. Darst, associate director; John J. Spurgeon, foreign editor; Edmund Reek, news editor; Daniel Doherty, asst. news editor; Joel Swenson and John Miley, makeup editors; Harry Lawrenson, European editor.

Kaufman Associate

Sound Producer

(Continued from page 1)

Kaufman has had wide experience in the film field, having served in executive positions in virtually all branches of picture-making and distribution since the pioneer days of the business. He accompanied Lasky on the latter's recent survey of European film conditions and was appointed assistant to the studio chief upon their return to America.

S.M.P. Engineers

at Lake Placid

TODAY'S PROGRAM

9:30 A. M.

Acoustic Linings for Sound Proof Stages and Sets

F. S. Crowhurst

Revocalized Films

Edwin Hopkins

Acoustics of Sound Recording

Rooms P. E. Sabine

Dynamic Loudspeakers

J. A. Minton & I. G. Maloff

Optics of Sound Recording

Systems A. C. Hardy

Advances in Wax Recording

H. A. Frederick

2:00 P. M.

Sound Entertainment

H. B. Franklin

Measuring Quality of Sound

Reproduction J. B. Engl

Electrical Synchronizing and

Resynchronizing System

W. H. Bristol

Projection Problems with

Sound Pictures Harry Rubin

Sound Film Processing

J. W. Coffman

Pictures With Sound

L. T. Robinson

Open Forum on Sound Recording

Process of Inserting Action in

Backgrounds, Dodge Dunning

Heat Absorbing Glasses

H. P. Gage

6:30 P. M.

Early History of Sound Movies

Terry Ramsaye

Physical Characteristics of

Music and Speech

Dayton C. Miller

The Stanley Way

A complete motion picture service for advertising products or the theatre.

Stanley Advertising Co.

220 West 42nd St. New York
WISconsin 0610



NEW YORK'S NEWEST AND FINEST HOTEL

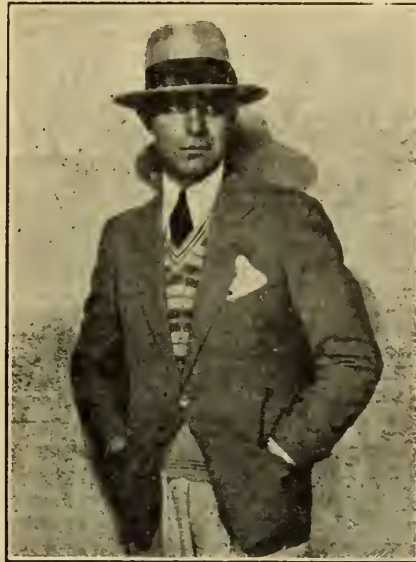
SMARTLY NEAR THE CENTER OF THINGS

Around the corner from New York's exclusive shopping district, readily accessible to leading theatres, and railroad terminals, yet in a neighborhood socially correct and away from the noise and turmoil of the business district. The Park Central enjoys a location distinctly unique in its advantages. Come to the Park Central, New York's newest and finest hotel where you will find advantages heretofore unknown to American hostesses — Radio outlets . . . Electric Refrigeration . . . Periodic Saunas and Roof Patios for private social functions . . . swimming pool . . . Florentine Grille featuring the Park Central Grille Orchestra . . . other features equally unusual and desirable. Single rooms five dollars per day and up. Double rooms eight dollars per day and up.

THE PARK CENTRAL

FIFTY-FIFTH STREET AT 7th AVENUE
NEW YORK CITY

THE FINAL TITLE of



Wesley Ruggles' NEXT PICTURE IS **"Port of Dreams"**

A Universal Production
WATCH FOR IT!

LASKY RAIVES ON 'INTERFERENCE'

Claims First Stage Play Talkie Has Real Quality

Jesse L. Lasky has just returned east from Hollywood, bringing an enthusiastic report of the immediate outlook for Paramount pictures.

"I have seen 'Interference' already, and I know what I am talking about when I say it is a great picture," said the producer.

"Save for a small number of exceptions, the sound pictures shown so far have succeeded on the basis of novelty. Few of them have presented real quality. We have been passing through months of experiments and promises.

"The time for talk has passed. Producers of talking pictures now must show results, and 'Interference' is a picture which we are proud to show. It can meet the test of solid merit. I believe it will set a new standard as a quality talking picture.

"'Interference' brings to the screen a faithful representation of the fine stage play of the same name which had a long and successful run on Broadway last season. It will be the first stage success to be brought over into pictures with complete sound and dialogue synchronization."

"Interference was directed by Lothar Mendes and has a strong cast which includes Evelyn Brent, Clive Brook, William Powell and Doris Kenyon.

Mr. Lasky announced that preparations are nearly complete for the production of "Burlesque", another of the outstanding hits of last season and of "Drums of Oude", from the famous play by Austin Strong. Both these pictures will be dialogue. William DeMille has been assigned to direct the latter.

"Silent pictures still will receive the most careful attention, being considered as of no less importance than those with sound," Mr. Lasky said.

"Among our new pictures already in production or soon to start I want to call particular attention to "Sins of the Fathers" starring Emil Jannings, "Three Week Ends" with Clara Bow, "The Canary Murder Case", "Redskin", "The Wolf of Wall Street", "The Shop Worn Angel", "Wolf Song" Ellis Island" and "The Saturday Night Kid".

Mr. Lasky was accompanied east by Jean de Limur, film writer and director, who will be associated with production at the Long Island studio. De Limur has had long experience at the Paramount studio in Hollywood.

STUDIO GOSSIP

Buster Keaton will soon start work on his next picture, "Spite Marriage". It will be released by M-G-M.

Don Alvarado has been signed for the leading male role in "The Apache". Margarete Livingston will play opposite him.

James Ford has been definitely set as leading man for Colleen Moore in "Synthetic Sin".

Neil Hamilton, and not Robert Castle will play opposite Clara Bow in "Three Week Ends". Castle has been assigned the lead with Bebe Daniels in a newspaper story as yet untitled.

How is this for a cast of feminine leads in a picture—Joan Crawford, Dorothy Sebastian and Anita Page. M-G-M have assigned these three ladies for parts in "Brass Band". Jack Conway will direct.

Otto Brower will direct the new Zane Grey Paramount picture "Sunset Pass". Jack Holt, Baclanova, Dorris Hill and John Darrow are in the cast.

Robert Armstrong and Lina Basquette have been given the leads in the first picture to be directed by William Goldbeck. It will be called "The Getaway" and will be released by Pathe.

Josephine Dunn, ex-New York show girl who has her first important screen role in "Excess Baggage", new William Haines vehicle now playing at the Capitol, has been given a long-term contract by Metro-Goldwyn-Mayer. Miss Dunn is now playing the feminine lead opposite Haines in "A Man's Man", which James Cruze, who made "Excess Baggage", is directing.

Bobby Clark and Paul McCullough will have Carmel Myers, Mack Fluker, Ben Holmes, Elwood Gray and Wally Sharples as supporting players in "The Bath Between", a two-reel Fox Movietone comedy, which they are making now at the Fox West Coast studios.

"A Clean Sweep," a short comedy Western starring George Chandler, has been finished at Universal, according to an announcement from the studio.

Walter Fabian directed under the supervision of William Lord Wright. Regina Doyle appears in the feminine lead with Nelson McDowell, Al Ferguson and William McCall and others in the supporting cast.

Things We Do

Not Believe

"Director Mervyn LeRoy used 56 bathing beauties during a day's filming on "Ritzy Rosie" and it took 72 pounds of makeup material to get them ready for the camera."

Hall-Taylor Teamed

James Hall and Ruth Taylor are being teamed for a Paramount production called "Domestic Love". No director has been assigned as yet.

Poland Leaving "U"

J. Francis Poland, Universal supervisor of production is leaving that organization on the termination of his contract in November. Poland expects to join another company in the same capacity.

LaPlante's Three

Laura LaPlante, Universal star, has three pictures to make on the current Universal program, in addition to her work in "Show Boat". They are "One Rainy Night", "That Blonde" and "Dangerous Dimples".

Starke in Talkies?

Pauline Starke arrived in New York with her husband Jack White several days ago, for a short vacation. She has already received three offers for talking pictures. She will accept one.

Hammond Injunction

Continued in Pitts.

(Continued from page 1)

Pleas.

The preliminary hearing occurred on September 13th.

The injunction proceedings grew out of differences between the theatre owner and the distributors over an arbitration award in favor of the distributors. The temporary injunction which was granted forbids the cessation of service to the exhibitor until the case is finally settled.

Woodhull Appeals to Exhibs for R.C. Hurricane Relief

(Continued from page 1)

Cross Chapter.

"News Reel pictures of the devastated areas are now available and are being shown in many theatres. Do not allow these to pass just as the pictorial representation of the catastrophe. Make a special showing of this part of the News Reel and then follow with a specially made Appeal Reel or Slide."

9 VITAPHONE PICTURES KEEP WARNER LOT BUSY

Warner Bros. are now actively engaged on nine more Vitaphone productions in their Hollywood studio.

Three of these are in the editing room at the present time, one being "Noah's Ark" starring Dolores Costello which has reached this final stage of production. The others are "On Trial" and "Stark Mad" both of them 100% talking throughout. "On Trial" was directed by Archie Mayo with Pauline Frederick, Bert Lytell and Lois Wilson in the leads while "Stark Mad" was done by Roy Del Ruth and features such players as H. B. Warner, Louise Fazenda and Jacqueline Logan.

Three other Vitaphone productions are now actually in front of cameras and microphones. Texas Guinan is working in "Queen of the Night Clubs" directed by Bryan Foy. Betty Bronson and William Collier, Jr., are teamed as co-stars in "One Stolen Night" directed by Scott R. Dunlap and Monte Blue has the stellar lead in "The Greyhound Limited" under the direction of Howard Bretherton.

This week two more productions will be started. Michael Curtiz will begin the production of Dolores Costello's next special "Medonna of Avenue A" and Archie Mayo will undertake megaphone orders for "Kid Gloves" in which leads are filled by Conrad Nagel and Lois Wilson.

In preparation is "The Desert Song", the first operetta to be both seen and heard on the screen. Roy Del Ruth is slated to direct the cast headed by John Boles.

Connie's Leading Man

Jean Murat, who plays the lead in the first Derussa film, "Escaped from Hell," shortly to be released by the Affiliated European Producers, Inc., has been selected as Constance Talmadge's new leading man in "Venus", to be produced in France.

Hallelujah!

King Vidor has left the coast for Chicago, bound on a countrywide tour, in search of colored players for his new story of Negro life to be called "Hallelujah." The screen continuity is now being prepared by Richard Schayer and the film will have dialogue and vocal sequences.

The DeMilles Resume

William DeMille and his bride, did not take much time for a honeymoon. Both of them are at work on the Paramount lot. William is writing a story he is to direct and his wife is writing an original for Clara Bow to be known as "The Saturday Night Kid".

A ROAD SHOW SPECIAL-FOR EXTENDED RUN THEATRES

"WHY GIRLS GO WRONG"

A SCREEN EPIC OF THE HOME-A THRILLING AND ELABORATE PRODUCTION

For Bookings and Distribution: WIRE: ROAD SHOW PICTURES INC. 489 FIFTH AVE. SUITE 503 NEW YORK

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 73

New York, Thursday, September 27, 1928

FIVE CENTS

OBSERVATIONS

M-G-M-Loew

All along we have felt that Metro-Goldwyn-Mayer and Loew's Theatre Enterprise have something up their cuff and would come out with an announcement of a theatre buy or a merger with another organization that would bring more theatres into their already big string of houses. It did not seem reasonable to assume that these organizations would permit William Fox, Warners or anyone else to tie up the theatre situation in such a manner that they would be on the outside pleading for bookings.

What Is the Deal?

Information very close to the front, comes to us that Nick Schenck is most ready to give out a story that will set this old business on its left ear. It is said to be gigantic. What can it be? What theatres or circuit of theatres is there to be had that would "stand the business on its left ear"? Certainly it is not the Keith Circuit. That has already been spoken for, if it is to go to other than its present owner. What other circuit could it be? Can you name it? We can't.

Merger

Then this startling piece of information must be a merger with a company controlling a bunch of houses. Who will they merge with? You might say United Artists. We count this out for U. A. have only a few houses and not sufficient to cause any great stir in this day of great theatre buying. Certainly it is not Fox, and too, it could hardly be Warner-First National-Stanley, for we have already sold them to Mr. Zukor. We don't believe that the acquisition of the Universal chain would be of sufficient value to astound the industry. And if we mentioned Paramount-Publix, it would hardly seem possible.

Nevertheless

Mr. Zukor and Mr. Schenck have been in each others company quite a bit recently. More than ever before. There is something on between them other than a game of golf or pinochle.

Puzzle

If you are in the picture business and have a hankering for cross word puzzles, try and make a guess on this big Metro-Loew announcement, you will find it more fascinating than 40 cross word puzzles.

WILKERSON

OTTERSON SURVEY SHOWS 250 FILMS SCHEDULED WITH SOUND

Warner Announcement Today on First Nat'l. Acquisition

Major Albert M. Warner announced yesterday that the company is preparing to give out an official announcement today, concerning the acquisition of the controlling stock in First National Pictures and the final signing of papers by which they will become one of the largest and most influential producers, distributors and theatre owners in the history of the industry.

Harry H. Warner, President of the company was in conference with

the Wall Street financiers, controlling the destinies of both companies, all day yesterday and could not be reached for details of the merger.

The financial tickers yesterday carried a statement that the Warners now have a total of 42,000 shares of First National stock which were acquired from the principal First National franchise-holders whose stock had been pooled previously by Rossheim.

NEW P-F-L COMMON LISTED ON STREET

Today is the date on which the Board of Directors of the Paramount Famous-Lasky Corporation has authorized the distribution of the new 3 for 1 common stock to stockholders.

The new shares will be listed this morning on the New York Stock Exchange and will open at approximately $\frac{1}{4}$ of yesterday's closing figure. (Continued on page 2)

"Lonesome" to Reopen Colony Sun. Night

"Lonesome" Universal's special will re-open the Colony Theatre in New York next Sunday night, which has been closed for several months. Carl Laemmle, Sr. and Jr., Glenn Tryon and Barbara Kent will attend the opening, which will be largely a public showing.

This film is considered the real launching of Universal's Sound picture program. Harry Reichenbach (Continued on page 4)

Ex-Exhibitors to Celebrate

Having finally sold their theatres to Fox, several of New York's ex-theatre owners are planning an immediate jaunt to Europe to celebrate and help spend some of Fox's cash which they received in his outright buy.

They will make up a party for an extensive trip and in the solace of some nice French throat-ticklers will endeavor to forget the storm and stress of trying to compete with organized theatre chains.

U. A. WINS AWARD OF \$4750 FROM SCHINE

United Artists yesterday were awarded a claim of \$4,750 against the Schine Enterprises, by the N. Y. Film Board of Arbitration.

The case which lasted all day, involved the failure of the Avon Theatre in Utica, operated by Schine, to waive protection over the Hamilton Theatre, in Hamilton, N. Y. and failure to play "The Gaucho" and "Sadie Thompson".

The Schine Circuit was to waive protection over the Hamilton in consideration of United Artists taking out "Sadie Thompson" and putting in the "Gaucho" in its place on a certain date.

The theatre claimed that United (Continued on page 3)

Predicts 3000 Talkie Theatres by 1930—

Honor Speaker at N. Y. Electrical Luncheon

John E. Ottersson, President of Electrical Research Products yesterday stated at the luncheon of the New York Electrical League that 600 theatres are now equipped with Movietone reproducing apparatus and that at least 1,000 theatres would be equipped before the end of the year. Of the 600 installations, 43 are in New York City.

By the end of 1929, Ottersson expects 3000 theatres to be equipped. There are also 30 portable outfits now in use and 100 have been ordered.

Ottersson's survey of the producing schedules of the major companies (Continued on page 2)

1ST NAT'L. 6 MOS. PROFIT \$709,032

First National reports a net profit for the first six-months of 1928, of \$709,032, compared with \$605,892, for the corresponding period last year.

Commenting on the report, Warren C. Boothby, Treasurer yesterday, said: "During the six month period we retired \$760,000 of 6% Purchase Money notes, \$100,000 of First Mortgage 6½% Gold Bonds and also 760 shares of First Preferred and 1000 shares of Second Preferred Class A (Continued on page 4)

44 Independent Theatres in N. Y. Purchased by Fox Chain

15 FOTOVOX EXCHANGES PLANNED BY NOV. 1

Fotovox, Inc. is preparing to enter the production and distribution talkie market with a network of 15 exchanges in the principal key centers.

This company will produce synchronized screen entertainment for all types of reproducing systems. It will make use of P. A. Powers' Cinophone and an improvement over this (Continued on page 4)

After Ascher Circuit of 7 in Chicago

Additional Houses Sought in Philadelphia

Fox is allowing no grass to grow under his feet in an effort to build up a tremendous chain of theatres for his product, and in addition to having already closed cash deals for 44 independent theatres in the larger of the circuits in New York, (Continued on page 3)

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

W. R. WILKERSON, Publisher and Editor

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemphstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Frank Hughes and Perry Charles engaged in a bicycle race at the Motion Picture Club and Perry lost the race and his pants and that's the way Frank Hughes treats a guest . . . Chris Dunphy, who shoots in the seventies when he is feeling half way right, is expected to join Artie Stebbins' Motion Picture Club golf team, and he'll help some . . . Al Feinman, of Feinman & Strauss has been engaged by Harry Reichenbach to help out on the publicity and exploitation of Universal's big picture "Lonesome", which opens at the Colony next month . . . Harry Schwalbe was Jay Dee Williams' luncheon guest yesterday at the M.P. Club, and their table was the mecca for many who stopped to greet the two former First National chieftains . . . Martin Quigley, who with his family spend the summers on his own Island in the Sound, moves his menage back to Chicago for the winter, departing next Monday . . . Ray Rockett is due back in New York from Europe on Monday according to the latest dope from Lynde Denig . . . Joe Seider, accompanied by his handsomer half, sails Saturday for a three months sojourn in Europe during which they will visit many countries, and maybe Joe will own a few foreign theatres before he gets back . . . Tom Gerety, Metro's birdie shooter, says his golf has been so bad recently; it's been worse . . . Major Bowes switches the Capitol over to sound next Saturday with the advent of Metro's "Our Dancing Daughters" and now all of them on Broadway have it . . . Pete Smith was Howard Deitz's luncheon guest yesterday at the Motion Picture Club and nothing untoward happened . . . Pete Woodhull wants funds for the storm victims, and so do a lot of other people for other purposes and let's hope they all get it . . . Arthur Kelly, of United Artists, talked for twenty minutes with Capt. Alistair McIntosh in London and all Arthur was able to get into this end of the phone was a number of yesses . . .

Otterson Survey Shows 250 Films Scheduled

(Continued from page 1)

ies, shows that 250 productions will be made this coming year with musical accompaniment, dialogue or both.

He also prophesied the widespread use of talkies in the fields of industrial advertising and for educational and religious teaching. Many of the major industries have already made arrangements to make talking films for their sales and distributing organizations so that demonstrations of product can be given throughout the country to branches.

Quite a galaxy of leaders in the Bell Telephone, Western Electric and the Motion Picture industries were guests of honor at the luncheon. They included F. B. Jewett, Pres. of the Bell Telephone; Edgar S. Loom, Pres. of Western Electric; E. B. Craft, Exec. V.P. of Bell Telephone; Whitford Drake, Exec. V.P. of Electrical Research Products Inc.; David Bernstein, V.P. of M-G-M; Major Albert Warner, William Fox R. H. Cochrane, Courtlandt Smith and Charles Christie. Others present were Frank Meyer, Norman Colver, Glendon Allvine, Harold Flavin, Paul Gulick, Si Seadler, Walter Eberhardt, Warren Nolan and many others.

Excerpts of Otterson's speech follows:

"In the beginning, we felt that the addition of sound to motion pictures was only an embellishment, an effect comparable with that of a new system of lighting or of coloring, but today, we are confident that here is something more than effect. Here is born a new art that will be revolutionary in the field of entertainment not only in motion pictures, but with an effect upon the legitimate stage as well.

Were I to enter the field of prophecy, it would be to speak of the application of talking pictures to the fields of advertising, politics, education and religious teaching.

I visualize the use of talking pictures to deliver the message of factory executives and sales managers to their employees, to their conventions, to prospective customers in sales and demonstration rooms throughout the world.

Political campaigns in which the Governor Smiths and the Secretary Hoovers will speak in screen person to thousand of audiences throughout the country in place of submitting to the limitations of their physical endurance to withstand the hardships of speaking tours.

Progress since has been extremely rapid, both in the development of studios for the production of sound pictures and the installation of equipment in theatres for their production.

There are now sixty-odd recording equipments in use or under order and about thirty stages are in process of construction and equipment. In addition, about one hundred portable recording equipments for location and news reel work have been ordered. About thirty are now in operation here and abroad.

Pictures accompanied by sound have broken all records for attendance and box office receipts and the theatres which have installed the equipment are highly successful. Six hundred theatres now have reproducing equipment installed and at least one thousand will be equipped by the end of the year. Our manufacturing program for next year calls for at least an additional two thousand, making three thousand by the end of 1929.

It may fairly be said that talking pictures are in reality a means of communication whereby the art and inspiration of great actors, teachers, preachers and statesmen may be carried from the sphere in which they move, to the ever-widening sphere of world interest and to future generations who may find in the better understanding of our lives, our achievements, and our dreams, the inspiration and example that will lead them to a still higher civilization in the days to come."

"4 DEVILS" IN \$5.50 N. Y. OPENING OCT. 3

The second picture to be made by Fred W. Murnau for Fox Films, the widely heralded "4 Devils", will have its world premiere on Wednesday evening, October 3, at the Gaiety Theatre.

For the premiere the prices will be \$5.50 for the orchestra seats and \$3.00 in the balcony. Thereafter the highest priced seats will be \$2.00.

NEXT AMPA TNT AFFAIR HOLLY. MASQUE BALL

This year's T.N.T. of the Associated Motion Picture Advertisers will be a Hollywood Masque Ball, was decided at the first meeting of the Ball Committee appointed by President George Harvey, which convened at the Paramount Grill Wednesday noon. Don Hancock, Chairman of the Committee, presided, and others present were Paul Benjamin, Lou Rydell, Leon Bamberger, Edward Klein and George Harvey.

This very first Masque Ball of the motion picture business held in New York is planned for early in February, and though the idea is just being developed, it is expected that there will be a maximum attendance of star personalities due to the talking picture, which has reestablished motion picture production in the East.

New P-F-L Common Listed on Street

(Continued from page 1)

ure, which was 145½.

From officials of the company, who speak confidently of the greatest progress yet in store for the company, it is prophesied that the new stock will reach a price of about \$70 per share by the end of this year.

The Fleets In!

Next week's screen attraction at the Paramount will be Clara Bow in "The Fleet's In", a story with real U. S. Navy battleships, real "gobs" and real waterfront atmosphere. The story is an original for the screen by Monte Brice and J. Walter Rubin.

New Zakoro Film

"Mother of Mine", the eight-ree drama of step-mother love recently purchased by the Zakoro Film Corporation, of 723 Seventh Avenue from an American producer operating in Paris, will be released for public showing early next month.

Kennedy Here Friday

J. P. Kennedy, who sailed alone on the Majestic, without Murdock and Casey of Keith-Albee-Orpheum, who are arranging a British book-alliance, arrives in New York tomorrow.

Kennedy is reported to have been instrumental in holding up the rumored purchase of the K-A-O chain by Warner Brothers.

Wesco Has 80 Million

80,000,000 people attend performances in the two hundred and fifteen theatres of the West Coast Theatres, Inc., during 1928, according to statisticians of the company.

Today's Program at Lk. Placid Engineers' Meet

9:30 A. M.
Effect Lighting in Theatres
J. H. Kurlander
Announcements of New Apparatus
2:00 P. M.
Processing Machine
H. V. Jamieson
16 MM Developments
H. C. McKay
Voltage Regulators, F. A. Byles
Stereo, Color and Standard
Projector George Lane
Non-Intermittent Optical
Projector J. F. Leventhal
Transmission of Movies by
Radio Francis Jenkins
8:00 P. M.
Formation of a Photographic Image
C. E. K. Mees

Horen Returns

Sidney Horen, New York representative of the Fox Film Foreign Department returned to New York yesterday from his trip to Porto Rico, where he was during the hurricane. He reports that the roof of the hotel where he was stopping was blown off.

Block Reassigns Pathe

Directors on 2 Films

Associate Producer Ralph Block has made a switch of Pathe directorial assignments whereby Edward H. Griffith will direct the next Phyllis Haver vehicle, "The Shady Lady", and Paul L. Stein will direct the one immediately following "The Office Scandal". Originally Griffith was to have directed "Office Scandal" and Stein "The Shady Lady".

Jack Jungmeyer has completed the continuity of "The Shady Lady", which with Miss Haver, Louis Wolheim, Robert Armstrong and Russell Gleason is strongly cast. The star's role is that of a Chicago girl who gets mixed up with the operations of a gang of gun-runners in Cuba.

Paul Cangelin is writing the "Office Scandal" story which Stein will direct.

FIGHT CONN. IN R. I.

Exhibitor Running for Mayor Is Boycotted

PROVIDENCE, R. I.—The labor unions of Providence has ordered a boycott of the theatres of Jacob Conn, who is a candidate for Mayor in coming elections. His theatres the Olympia, Liberty and Utown are said to be employing non-union labor.

Conn's radio station WCTO was recently silenced by the Federal Commission.

Peggy Prior Promoted

Peggy Prior, whose work as a script clerk at the Pathe Studios has extended over several months during which she worked on productions including "Hold 'Em Yale," "Love Over Night," "Captain Swaggar" and "Marked Money," has been promoted to the scenario department. Her first assignment was to collaborate with George Drumgold in the preparation of the continuity of Booth Tarkington's "Geraldine," which is now being directed by Edward H. Griffith with a cast headed by Marion Nixon and Eddie Quillan.

Kerr Cell Method of Sound Recording Is Demonstrated

DEPINET LISTS ONLY 4 OCTOBER RELEASES

Four pictures will be released by First National during October.

The releases are: Oct. 7—"The Crash", starring Milton Sills; Oct. 14—"Do Your Duty", starring Charlie Murray; Oct. 21—"Companionate Marriage", the picture made from dramatic incidents in Judge Ben B. Lindsey's book; and Oct. 28—"The Glorious Trail", a western starring Ken Maynard.

44 Independent Theatres in N. Y. Purchased by Fox

(Continued from page 1)
not previously affiliated with distributors, he is shifting the scene of operations to Chicago and Philadelphia.

In Chicago, the Ascher Brothers Circuit which has been in the hands of the receivers, is to be placed on the market shortly to satisfy creditors' claims. Fox already owns about \$500,000 of Preferred Stock in this circuit and the creditors are holding about \$400,000 worth of stock. Both the Aschers and Fox are out for control of the 7 theatres, but the readiness of Fox to pay cash for his present-day theatres purchases may give him the upper hand.

In Philadelphia, in addition to having announced his building program of six theatres, Fox is also out with offers to purchase additional independent houses, to build up a still stronger opposition to the Stanley domination.

In New York, actual purchase terms have been agreed upon between Fox and the theatre owners and actual papers which are now being drawn up will be signed within the next 24 hours.

Fox has proceeded with his plan to purchase first the largest of the independent circuits, after which he will take up options he holds with the smaller circuits and individual owners. The theatres already acquired are the Federated Circuit of 6 houses; the Brandt Circuit of 12; The Consolidated Amusement Circuit of 17 and the Springer Circuit of 8.

Zuro Musical Head for FBO Synchron

Joziah Zuro, formerly with Hugo Riesenfeld, and orchestral leader of note, has been named General Musical Director for FBO and Pathe Films.

Zuro will function at the Sound Studios, Inc. with a 35-piece orchestra and a staff of assistants. He is now engaged in scoring "Captain Swagger" with Photophone for Pathe release.

Lindlar Puts Over

"Jeannine, I Love You"
Thanks to the publicity department of First National, the theme song from "Lilac Time", "Jeannine, I Dream of Lilac Time" is receiving wide-spread exploitation in the cabarets and radio stations. Walter P. Lindlar has had a record made of the song.

Two types of sound recording are in general use, defined according to the sound track produced, as variable area-constant density, and constant area-variable density. The Kerr Cell method is applicable to the latter type of recording.

The Kerr Cell system provides a light valve free from mechanically moving parts. Wide latitude of adjustment is possible which permits proper exposure and linear light modulation on the film. The recorder lends itself readily to portable equipment, because of its small size and very small power requirements.

A discussion and brief mathematical treatment of the theory of operation was given and experimental data to substantiate these were shown at the Convention of Motion Picture Engineers at Lake Placid this week. Mention was also made of the photographic problems involved in variable density recording.

CHINA REJECTS BRITISH FILMS FOR YANKEES'

SHANGHAI—According to one of China's leading film importers, 40 European productions, French, German and British have been shelved because of poor results at the box-office. He writes:

"When we tried to show European pictures at the new Capitol Theatres were good, our box-office red-heartening that we had to practically cut them out."

"Even though some of these pictures were good, our box-office receipts were less than those for any small American picture we could have shown."

N. J. Theatre Test

ELIZABETH—Isadore Segal of Newark, half-owner of the Park Theatre here was arrested last Sunday in violation of the blue laws of the State of New Jersey, for opening the theatre and giving a benefit picture performance.

A hearing will be had tonight. Segal threatens to re-open his theatre again next Sunday and further threatens to cause the entire town of Elizabeth to be shut tighter than a drum, through a thorough enforcement of the blue laws in every particular.

M.P.T.O. of Nebraska

Convenes October 24

OMAHA—The M.P.T.O. of Nebraska and Western Iowa will hold their next annual convention here on October 24th and 25th. President Charles E. Williams has invited every theatre owner in the two states to be present at the conclave whether they are members or not.

Changes in the officers and directors will be made. A sound technician to give complete demonstrations on the talkies will be a feature of the convention.

Dresser Fox Contract

Louise Dresser, featured in Fox's "Mother Knows Best" and veteran of the screen, has been given a long-term contract by Winfield R. Sheehan.

2ND NETOCO PORTLAND \$1,750,000 ENTERPRISE

PORTLAND, ME.—In addition to the Maine Theatre, which brings its total of theatres in New England to 50, the New England Theatres Operating Corporation (NETOCO) last week met with fee-holders of the properties at High and Congress Streets, to iron out the details of the \$1,750,000 transaction which will begin the construction of the new Netoco State Theatre.

The new theatre will be housed in an office building which will contain 22 stores and 170 offices. According to the plans of the architect, the house will be the largest and most elaborate theatre east of Boston.

U. A. Wins Award of \$4750 from Schine

(Continued from page 1)
Artists violated the 37-day protection of the Avon by playing the picture at the Hamilton ahead of the Avon. Louis Nizer, representing the exchange, produced evidence to show that Schine had agreed to waive its priority in order that the Hamilton in a college town, be permitted to play the pictures before they became useless to them, through the closing of the college term. Mr. Lynch, for the theatre, denied that there was such an arrangement.

The Board found that there had been a waiver of the protection and decided in favor of U. A. for the full amount, but recommended that the Avon be given an opportunity now to play the pictures, to which the exchange agreed.

New Newman Policy

KANSAS CITY—The Newman Theatre reopened under a new policy last Friday, with the opening of "Wings". The theatre is using no orchestra, as nothing but sound productions will be run.

The Royal, recently taken back from Loew by Publix will reopen soon as a first-run house with a smaller admission price than the Newman.

"Wings" Knocks 'Em

Cold in Poland

Poland is the eleventh country in which Paramount's road show "Wings", has been screened, according to cabled advices received by E. E. Shauer, general manager of the Foreign Department of the Paramount Famous Lasky Corporation.

"Wings" was the first sound production to be presented in Poland, where it opened in Warsaw on September 22nd.

Swanson Buys Another

Gloria Swanson has bought a short story written by Lucy Stone Terrill called "Clothes". This will follow "Queen Kelly" which is now almost ready to go into production under the direction of Eric Stroheim.

Powell in "Tong War"

Having finished work in "Interference", Paramount's first all dialogue picture, William Powell has been cast for a nefarious role in "Tong War", which will be directed by William A. Wellman. The only others chosen thus far are Wallace Beery and Florence Vidor.

Flopping to the Stage

One of Broadway's greatest producers is receiving wires by the dozens every day from Hollywood stars and near stars, offering their services for immediate New York stage work.

This manager told a reporter from the DAILY REVIEW that "we are on to those guys, they want to come to New York, get on the stage and return to Hollywood with a 'reputation' for the talkies".

Balaban & Katz to

Play "King of Kings"

Pathe's "The King of Kings," during national release week, will be shown in the houses of Balaban & Katz Mid-West Circuit, including Burford Theatres, according to advice just received by Phil Reisman, Pathe General Sales Manager, from Harry Lorch, Branch Manager of the Chicago office.

Bell Handling 4

Monta Bell will supervise the making of 4 sound pictures at the Paramount Long Island studios. They are "Gentlemen of the Press", the Ward Moorehouse play; "The Letter" with Jeanne Eagles which Robert Florey will direct; "The Birth of the Blues" with Eddie Cantor, and the Four Marx Brothers in "Cocoanuts".

Objects to "Racket"

Paramount's "The Racket" was the subject of a complaint made to the N. Y. State Censor Board by A. Kutz, president of the Far Rockaway Parents Teachers Association, after the film has been shown at Rockaway.

His protests, however, failed to stop the showing of the picture.

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Walter Craighead, Manager
DEARBORN STREET FROM JACKSON TO QUINCY
New Garage One-Half Block

"Talkies Here to Stay" Says Laemmle

Will Give Silent Film Added Attendance Impetus!

By JOE BLAIR
Hollywood Correspondent

"Talking pictures, instead of being detrimental to the silent drama, will give the present style of soundless films on attendance impetus such as it has never experienced before," stated Carl Laemmle, president of Universal, before leaving for N. Y. "It will also add an interesting angle to the silver screen without overturning the silent drama.

"When the movies first gained their foothold, calamity howlers claimed that they would sound the death knell to the stage," continued the film magnate. "Time proved that they were wrong. The movies, instead of devitalizing the stage, became merely another form of entertainment, in addition to, not instead of, the drama.

"Now the sound film has made its appearance," continued the Universal chief. "Calamity howlers are once more in evidence. 'The silent picture is doomed,' shrieks one. 'Talkies cannot last,' cries another. 'The industry is in a panic,' moans a third. This is all poppycock. The Talking Picture is here to stay. It is another cog in the wheel of progress. Progress will not be halted. And you will see that the Talking Picture will develop into an additional form of entertainment, taking its place in the amusement world along with the stage and the silent film."

"Hell's Angels" Cutting

Ten film cutters, under direction of Frank Lawrence, editor-in-chief of the Caddo Company, are cutting and editing the more than 1,500,000 feet of film of "Hell's Angels," Howard Hughes' \$2,000,000 air picture, now in its fourteenth month of production.

Among the film editors engaged on the gigantic task are Edward Adams, Douglas Biggs, Perry Holingsworth, Faye Bunny, Frank Byars, Victor Presbrey and Ruth Hampson.

Warners Signs Lytell

Bert Lytell has been signed to a long term contract by Warners. The first picture under this contract will be "On Trial".

Paramount Buys "Drums"

B. P. Schulberg, general manager of production for Paramount, has announced the purchase of "The Drums of Oude" the story by Austin Strong. It will be an all-talker and will be directed by Roy Pomeroy.

STUDIO GOSSIP

Otto Matiesen has been selected by Winfield Sheehan for the role of Napoleon in the Fox production of "Napoleon's Barber".

"Captain Lash" the Victor McLaglen picture has been put into production on the Fox lot. J. G. Blystone is directing with a cast consisting of Claire Windsor, Earle Foxe, Albert Conti and Clyde Cook.

Harriet Hinsdale, who has been story editor for Columbia Pictures for the past few months, has begun work with Ramon Romero, well known scenarist on "The Apache", soon to be placed into production.

Jack Pratt, formerly of grand opera has been assigned to the role of Ali Ben Ali and Otto Hoffman, noted in musical comedy will play Haffee in the Warner production of "The Desert Song".

The cast for the Reginald Denny production of "Clearing the Decks" has been completed. It will comprise in addition to the star, Olive Hasbrook, Lucien Littlefield, Otis Harlan, Colette Merton and Robert Anderson.

One of Columbia's forthcoming pictures to be started soon is "The Wicked Angel." This story by Gertrude Atherton, who also wrote "The Crystal Cup" and "Black Oxen," will be adapted immediately for the screen by Perry S. Nathan, well known writer formerly with Fox and First National.

Because of his excellent work in handling "Runaway Girls," Mark Sandrich has been re-signed by Columbia to handle the directorial reins of "The Wicked Angel."

Having completed one of Columbia's best pictures on the 1928-29 program, "Driftwood," Christy Cabanne has been recalled to the Columbia studios to begin work on another picture.

The new film will be "The College Coquette," a fast moving comedy drama of co-ed life. Howard J. Green has been signed to write the screen story.

Nat Ross is hastening completion of the third series of Collegians in order to prepare for the announced movietoning of all future Collegian episodes.

Lawrence Grant has been cast as the seventh suspect in "The Canary Murder Case", which has entered production under the direction of Malcolm St. Clair at the Paramount studio in Hollywood.

Thing We Do Not Believe

—that Baclanova, one of the outstanding actresses on the screen, will be shown to advantage in support of Jack Holt in a Zane Grey western.

Rogell at Columbia

In substantiation of the statement recently made by Jack Cohn, in charge of affairs at the Columbia studios, that he is out after the best directorial talent available, comes the announcement that Al Rogell has been signed to direct two of the specials on this season's Columbia program.

Rogell's services were obtained by an arrangement with First National who holds his contract with yet some time before expiration. It was for this firm that Rogell made several outstanding successes, the most notable being "The Shepherd of the Hills" a production that advanced Rogell into the front rank of directors.

His first under the two picture agreement with Columbia will be "The Lone Wolf's Daughter" and "Hurricane".

Collyer Stole Prince

Quite a few of the Hollywood feminine stars are looking daggers at June Collyer. This Fox star met Prince George, youngest son of King Edward, at a lunch given by Mary Pickford, and while the rest of the girls were looking, walked out with him, took him over to the Fox lot, had some pictures made with him, and entertained his highness for the rest of the afternoon.

England's Lovers

British Screen Productions, Ltd. believe they have found the "Perfect Lovers" of the British screen in Betty Siddons and Eric Findon, who are leads in their production, "Cupid in Clover", an adaptation of the novel of rural England published under the title of "Yellow Corn".

15 Fotovox Exchanges

Planned by Nov. 1

(Continued from page 1)

device invented by Eugene A. Lauste, sound film pioneer.

There is planned a yearly release of 52 pictures, the first to be ready November 15. Production will be at the old Aurora studios in Ft. Lee and those already reported under contract, by the company are Jessel, Jimmy Hussey and other vaudeville and stage stars.

A DAY AT 1st NATIONAL

Workmen sending down the deep piers of concrete that will support the new sound stages . . . A dare devil standing on one leg atop the high tower that carries the mixed concrete up . . . Miles of red cable that go into the buildings for some reason . . . Colleen Moore, tanned by the Pacific sun, returning from a vacation on her yacht . . . Billie Dove, walking along up the center of the street, clad in a silver evening gown . . . Alice White posing before the camera in a postage stamp bathing suit, with a cape of crepe de chine . . . Lucy Doraine, the former UFA star, who has the "million dollar legs," in a short skirt that verifies the report . . . Charlie Murray with two new stories, told in verse . . . Very funny, too . . . Benny Rubin, the impressario of the baton, playing in "Ritzie Rosie" and carrying a dime-sized banjo into the scene . . . A man in a crush hat and smoking a cigar in the midst of extras in a ballroom scene . . . It's the producer looking over the set . . . Frances Hamilton in a gorgeous white gown . . . Doris Dawson tripping down the street in a coolie coat and sandals . . . Lucien Prival in his ever-present monocle . . . An orchestra in Russian uniforms playing high up on a balcony . . . Extras dancing on the floor below . . . Nicholas Soussanin, the foreign actor, in a dress suit talking to his dancing partner . . . Mervyn LeRoy, the smallest director, and his assistant, Ben Silvey, the largest assistant director in Hollywood . . . Sixty airplanes overhead flying in formation and the movies are forgotten for a moment while everyone gazes skyward . . . And the day is ended.

Tryon-Kent to N. Y.

Glenn Tryon and Barbara Kent, featured players in the Universal production "Lonesome" will arrive in New York tomorrow from Hollywood to be present at the opening of the first Universal talking picture, at the Colony Sunday night.

1st Nat'l. 6 Mos.

Profit \$709,032

(Continued from page 1)

Stock. The Company's surplus for the period showed an increase of \$666,719, bringing the total to \$7,188,155.

"LONESOME" TO REOPEN COLONY

(Continued from page 1)

is handling the house exploitation and Ben Bernie and his Roosevelt Hotel orchestra has been engaged for the run of the picture, in addition to which the picture has Movietone sound and effects. James A. Carrier is the house manager.

A ROAD SHOW SPECIAL-FOR EXTENDED RUN THEATRES

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DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 74

New York, Friday, September 28, 1928

FIVE CENTS

OBSERVATIONS

Stage & Screen

Along with the announcement that Warner's have gained control of First National and the contemplated closing of the deal that will bring in the Keith-Albee-Orpheum houses, we look for this "buying group" to announce the acquisition on one of the largest chain of legitimate houses together with the production forces that have turned out hundreds of successful stage plays.

The Idea

It is the idea of Harry M. Warner and those behind him to get absolute control of vaudeville, a big slice in the legitimate and a very large hunk of pictures both sound and silent. With all these forces working together this is what will happen:—A play will be produced in New York, it will go to Chicago, Philadelphia and Boston for the legitimate runs in those towns. After this has been exhausted or while the show is still playing in New York, a picture version will be made with the identical cast, costumes, etc., etc. It will then play the Warner string of houses from coast to coast, to be followed by other houses franchised by this company.

Vaudeville

Players booked over the vaudeville circuit will do their acts for Vitaphone. Writers of acts short skits and what not will turn out material for the organization who in turn will pick the talent out of the list of available vaudevillians, casting them for the acts.

When

When the above dream comes true and it will, this Warner organization will have all their strings tied into one solid knot and this knot will represent something:—unthought of in this industry as early as ten months ago. They will have theatres, players, writers, producers and directors from the legitimate pictures and variety, molding entertainment into forms that will supply each of the three fields almost simultaneously, and at a production cost that will hardly be any greater than any of the three distinct amusements are now paying.

—WILKERSON

Foreign Restrictions of U. S. Films Necessitate New Int'l. Conference Nov. 14

DISTRIBUTORS SEE W.C. OUTLETS SHRINK

LOS ANGELES — The booking situation on the west coast has become very acute. Since the Fox ownership of the tremendous West Coast Circuit and naturally, the settling in of all Fox product, quite a few distributors who formerly had these theatres from year to year are left out in the cold.

There is a mad scramble on the part of the exchanges so affected to gather in all the independent circuits and houses and due to this scramble, independent operators are sitting back, listening to propositions and waiting for the film companies to cut each others throats. Conditions with these owners, point to a very good year due to the fact they will be able to buy fairly good product at a very reasonable price.

Bristolphone to Make

Broadway Film Play

When "The Great Power", Myron C. Fagan's play at the Ritz is withdrawn tomorrow night from Broadway, the producer will have it filmed at the Bristolphone plant in Waterbury. After which he will reopen the play and the picture simultaneously on the main stem.

Colvin Brown Back

from Coast Trip

Colvin W. Brown, executive V.P. of Pathe Pictures, Inc., returned Wednesday from the Coast after a three-week's trip to the Pathe Studios, to see how the first Photo-phone productions were getting on.

Fox Angling for Brandts to Manage N. Y. Theatre Chain

With the definite closing of over forty houses in the greater New York section by William Fox and the addition of from twenty to thirty others, Fox will have a chain of 75 in New York and environs.

From informants close to both parties, William Brandt, equal owner with his brother Harry, of the Brandt circuit of theatres in Brooklyn taken over by Fox, will be put in charge of theatre operations in this zone. Exhibitors in the Metropolitan ter-

\$1,000,000 Paid to Balaban & Katz

\$1,000,000 is the price received by Balaban & Katz from Warner Bros. for their First National franchise holdings, of which they held about 5,000 shares. Herbert Stern, president of Balaban & Katz arranged the sale for his company.

Some 9,000 additional shares acquired by Warners for 1st National control were held by Finkelstein & Ruben; E. V. Richards Robert Lieber; A. H. Blank and the Skouras Brothers.

Skouras will have the management of the huge chain of theatres now controlled by Warners, as exclusively predicted in Exhibitors Daily Review on Saturday, September 22nd.

New P-F-L Stock at 48½

Most of the trading in Paramount Famous-Lasky Corporation swung over to the new common shares which were issued after the 3 for 1 split. 29,300 shares were traded in opening the first quotation at 49½ and closing at 48½. Only 5,300 shares of the old stock were swapped.

B & K TO BID MONDAY FOR CHI. NAT. CHAIN

CHICAGO—Balaban & Katz may put in a bid for the defunct National Theatre Chain of houses, for which a creditors' meeting has been called next Monday. The former Cooney houses are now reported to be making good profits. If B & K do not succeed in buying the chain, they may build opposition houses.

France Makes Little Theatre Progress Due to Severe Taxes

Agitation against American films is again being noted by European observers, despite the concessions gained by Will H. Hays for American product last Spring, and it is believed that the entire question will again come for reconsideration next June when the French 60% import concession granted to Hays, expires.

As the first step in the campaign for unanimity among the film industries of the entire world, it is understood that the International Chamber of Commerce has called a conference for November 14th, for the purpose of regularizing all existing motion picture restrictions. According to the N. Y. Times correspondent, representatives of all film-producing nations will be heard.

(Continued on page 4)

J. MADAN IN N. Y.

Closing Deal for Sound Apparatus in Calcutta

J. Madan, Indian theatrical magnate, who is in New York on a shopping tour of pictures for his large circuit of motion picture theatres, is about to close negotiations for the installation of American talking picture apparatus in his Calcutta theatres.

He plans to sail for home next week, instead of Saturday, to close these negotiations for the first sound apparatus in India.

A Good Gag Washed Out

A. P. Waxman and Warren Lewis of Warner's had a good idea and told Variety out it. This end was O.K.

The sight of the opening of "The Singing Fool" saw this idea, completely washed out.

When the gang began to file out of the Winter Garden after the performance, a terrific rain and wind storm was on display. The crowds stuck in the lobby and on the sidewalk for over an hour trying to get in their private cars and cabs.

When all of them had left several boys were seen lugging a special Al Jolson edition of Variety down the street to the Warner office. Of the 1500 copies printed, less than a 100 were given out.



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Pola Negri in

"ARE WOMEN TO BLAME"

Booked entire Loew Circuit—118 days

"THE PORT OF MISSING GIRLS"

Dir. by Irving Cummings
Booked by entire Keith Circuit

"THE HOUSE OF SHAME"

With
Creighton Hale and
Virginia Brown Faire
and

"CRIME AND PUNISHMENT"

World's Greatest Dependnt Pictures

MAS, President



TEN EXCELLENT SPECIALS

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DAUGHTERS OF DESIRE
DAVID VALLORY
ONE SPLENDID HOUR
GILDED LOVE
HEARTS AND MODELS
MONTMARTRE ROSE
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SABLES FOR TWO
ROSES OF PICARDY

EIGHT BOX-OFFICE WINNERS

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THE PEACOCK FAN
CAMPUS KNIGHTS
SOUTH OF PANAMA
THE SCARLET FLAME
CIRCUMSTANTIAL EVIDENCE
BELOW THE DEADLINE
THE ADORABLE CHEAT

TEN SENSATION SPECIALS

FANNY HAWTHORNE
THE NIGHT ANGEL
THE WRECKERS
THE ORCHID WOMAN
PENNY PRINCESS
KING SOLOMON'S WIFE
BONDS OF BIRTH
ONE GOOD WOMAN
MASQUERADE MARRIAGE
PASSION SONG

EIGHT ACTION CLASSICS

THE SILENT TRAIL
ON THE DIVIDE
THE MANHATTAN COWBOY
THE LAW OF THE MOUNTED
ARIZONA DAYS
WEST OF SANTA FE
HEADIN' WESTWARD
TEXAS TOMMY

EIGHT CELEBRATED ATTRACTIONS

SHOULD A GIRL MARRY
SWEET SIXTEEN
WHEN DREAMS COME TRUE
BROTHERS
THE ISLE OF LOST MEN
SOME MOTHER'S BOY
HANDCUFFED
THE ROMANTIC FOOL

FOUR DE LUXE ATTRACTIONS

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SHANHAI ROSE
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Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Billy Brandt, through the deal selling the Brandt Theatres to William Fox, may assume charge of handling all the Fox theatres in greater New York, and again he may not; Brandt isn't saying anything and Fox has not told me his plans. . . . Jimmy Carrier heaved a sigh of relief and threw out his chest yesterday when the last electrician walked out of the Colony theatre after installing all the sound apparatus for the showing of "Lonesome". . . . Richard Virtuous Anderson, general sales manager of International News, is a high speed guy and drives a high speed car, and the latter got him in a debate Sunday with a traffic copper, with Anderson the winner after a hard verbal struggle. . . . Joe Kennedy is due in New York today, and even though he left Murdock and Casey on the other side, there is apt to be something doing in K-A-O affairs. . . . Carl Laemmle arrives from the coast on Sunday morning and owing to the change from Daylight Saving the welcoming committee will have to cut short the Sunday morning slumber. . . . Herbert Wilcox, one of Great Britain's biggest, reaches New York this morning and will go direct to Hollywood to make a further study of what is doing in sound pictures. . . . Abe and Julius Stern will hold a get-together here next week when Julius arrives from Europe and Abe from the coast to look him over after his long stay abroad. . . . Harry Warner is said to be considering taking a one-day holiday, during which he will not buy even

Sheehan to Make "Connecticut Yankee" As Will Rogers Talkie

By JOE BLAIR
Hollywood Correspondent

Nothing seems to stop Winfield Sheehan, general manager of Fox production. "Winnie", since the advent of talking pictures has had a hankering to do "A Connecticut Yankee in King Arthur's Court" as an all talkie. And of course if he wants something, he generally gets it.

But he wanted Will Rogers for the picture and Will was all tied up with contracts for the concert and speaking stage. Sheehan found a way around it with the result that production on this subject and with Will Rogers in the lead, will be started around Dec. 15th.

Fox originally made this picture in its silent version. Sheehan then was general sales manager of the organization. When the sample print arrived in New York from the coast, every executive in the home office threw forty fits at what they had seen. Everyone was for putting it in the ash can and starting all over again, but not "Winnie" Sheehan. He sent for Ralph Spence, had a few minutes talk with him, locked the door for three days and the next time the picture was shown, no one was able to recognize it. This production turned out to be the big hit of the year and one of the most successful productions Fox ever released.

Universal After Neilan

Who's going to direct "Broadway" for Universal? The company announced Paul Fejos, who recently made "Lonesome" and further, Fejos and Carl Laemmle, Jr., will soon depart for New York to look over the night clubs for ideas. However, with it all, Universal studio officials are paging Marshall Neilan all over Hollywood, with a contract to do this important production.

Walker Coming

H. M. Walker, Vice-President of Hal Roach studios, and the man responsible for the clever titles in Hal Roach M-G-M Comedies, will leave for New York the latter part of October for a six weeks sojourn.

one theatre chain. . . . Ernest Maas, one of the Fox supervisors, has returned from Europe and will go on to the coast after a few days at the home office. . . . Ben Bernstein, Los Angeles exhibitor, and one of the heavyweights in California exhibitor organization, is in New York for a couple of weeks for a series of conferences with Will Hays. . . . Max Trel, who recently resigned from handling publicity for First National, expects to leave soon for London. . . .

WARNERS PLAN "JEST" WITH BOTH BARRYMORES

It seems very evident that Warner's plan to do "The Jest" with both John and Lionel Barrymore in their original stage roles. Naturally it will be a talker. There is only one rub to these plans and that is that Lionel Barrymore is under contract to Metro-Goldwyn-Mayer and seems to be in the cast of every picture that organizations contemplates making for the next five years. However there has been a friendly "borrowing spirit" between Warner's and M-G-M and for such an important production the loan of this player might be negotiated.

John Barrymore will shift his make-up box to the Warner studio on the completion of his present picture at United Artists.

Fox Re-Signs Borzage

Frank Borzage, director of "7th Heaven" and "Street Angel", has just been signed to another long term contract by Winfield Sheehan, vice president and general manager of Fox Film Corporation.

Tin Pan Alley at M-G-M

The M-G-M lot has taken on the aspect of "tin-pan" alley. What with Gus Edwards, Billy Rose, Herb Brown and Arthur Fried, all well known song writers walking around the studio, one would think a new musical production was being prepared.

"Coquette" Tests

Broadway stage players, aspirants for the various roles in Mary Pickford's first all-talking picture, "Coquette", were given voice and screen tests yesterday, at the Famous Players Studio, Astoria, Long Island by Sam Taylor who will direct.

Block W. C. Bound

After a week in New York seeing plays and selecting material for next year's Pathe program, Ralph Block associate producer, left on the Lake Shore Limited Wednesday, for the Pathe Studios in Culver City in order to rush plans for "Leathernecks."

Goldbeck at Pathe

Willis Goldbeck, one of the best known screen writers, has been signed by Pathe. He will write and direct his own original story "The Gateway". This will be Goldbeck's first directorial appointment.

Foreign Restrictions of U.S. Films Necessitate Conference

(Continued from page 1)

The next film season, 1929-1930 looms as the most troublesome in the history of the American film industry in Europe, due to the possibility of new internal restrictions being made against American films, within foreign countries. The various governments will attempt to raise the quota restrictions higher, starting next July.

French Situation

Despite the comparatively insignificant cost of operating cinemas in France, exhibition has made no progress. Theatre construction has been discouraged by the Cinema Tax which ranges from 3 to 12½% on each 100 francs of gross receipts plus 2% increase and 10% poor tax; to which is added a municipal tax, graded from one franc 50 centimes out of every 100 francs for theatres playing to less than \$600 a month; to six francs 25 centimes out of every \$4 for theatres playing to 100,000 francs a month.

The cinema tax has discouraged capital which might be available for theatre construction, but the despair of prospective investors is the cost of the construction — plus the difficulty of assembling a desirable plot.

American motion picture men, pioneering in France, declare that the American revenue from the French market could be tripled if the cinema were better housed. It is not only the small town which views its movie in surroundings reminiscent in the nickleodeon days on Fourteenth Street; cities of size fare little better.

French Production

One of the reasons why French production is retarded, is that French producers, having no distributing channels, cannot amortize more than one-third of the cost of a film's production; and that therefore the French motion picture industry cannot mobilize credits. Production being thus inadequately capitalized, French pictures cannot compete. It is the French contention that the lure of Hollywood salaries has depopulated native studios, and that because of the depreciation of the franc, this constitutes unfair competition.

Modern Theatres Solution

But no argument is more cogent than that of the exhibitor who declares that audiences for films are created in theatres, and that until motion picture theatres are improved, there will be little development in the French motion picture industry.

Though France last year added 50,000 seats in her cinema theatres, these figures are not representative of any real construction program. France is dotted with soap-box theatres; shoe-string exhibitors open a hall or convert a shop into a "cinema" — and bid \$5 or \$10 a day for the cheapest film offered in a glutted market. Of the 4,000 cinemas in France, less than 40% are open daily; and only 900 have a seating capacity of 750 or over. Cinema theatres are antiquated, uncomfortable and unclean. They are poorly lighted and unheated; uninviting and almost dismal places. Contemplating them it is understandable that there are more people in France who can boast that they never entered a cinema than in any other country in the world.

Cosma Formed

The Cosma Enterprises of Yonkers has been organized with 200 shares of common stock and will engage in motion pictures.

A ROAD SHOW SPECIAL-FOR EXTENDED RUN THEATRES

"WHY GIRLS GO WRONG"

A SCREEN EPIC OF THE HOME - A THRILLING AND ELABORATE PRODUCTION

For Bookings and Distribution: WIRE: ROAD SHOW PICTURES INC. 489 FIFTH AVE. SUITE 503 NEW YORK

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 75

New York, Saturday, September 20, 1928

FIVE CENTS

OBSERVATIONS

News Shots

Independent news today. Columbia the last of the big independents have gone in for sound. This is significant in that these producers have gotten around to the thought that "we have to keep up with the parade". Tiffany-Stahl using Photophone, Gotham using Bristolphone and Columbia going in for Western Electric.

The Capitol

Howard Deitz informs us that the Capitol will inaugurate a mid-night show starting next week. No doubt they will follow the same idea of Paramount in that the feature picture and news reel will comprise the entire show. And we know a lot of picture fans that have been patronizing this 11:30 Paramount show for the reason they want their pictures without any presentation and all that goes with it. We have often said that the Loew's New York Theatre is a tremendous success for the same reason.

The Brandt's

Harry and Billy Brandt are in the news. They have sold their chain of Brooklyn theatres to Fox and, we are told, that a part of this sales contract provides that both these boys shall come to Fox with the theatres, otherwise, no purchase. From our point of view, the fact that Fox will get Harry and Billy is more important than his acquiring their theatres. Both these boys know exhibition in all its phases. Their Brooklyn houses have reflected this knowledge. They are showmen and their steady rise to great importance is full testimony to their ability.

In Town

Joseph P. Kennedy is in town and we can expect some very healthy news items. It has always been pretty tough to get him to talk for publication, but if we have a guess coming, we will pin it on him doing a lot of talking in the next few days, and plenty for publication. Kennedy is not going out of the picture business and he is too smart to be relegated to the background. Watch him.

WILKERSON

COLUMBIA PICTURES LICENSED FOR W. E. VITAPHONE SYSTEM

32 Trade Boards to Offer Free Films for Red Cross Benefits

Hal Roach Studios, Inc.

Earned \$321,439 in 27-28

Net earnings of the Hal Roach Studios, Inc., for the fiscal year ending last July 28th, with the Federal Tax deducted, were \$321,439. This is equivalent to \$10.40 a share on preferred stock and five times the annual dividend requirements.

Common stock is owned by Hal Roach himself. A reduction of \$50,000 has been effected in the trust indenture obligations, leaving a total of \$350,000.

EUROPE TO SPEND 17 MILLION ON PRODUCTION

British and continental film producers are planning to produce 500 pictures during 1928, which will cost between \$26,000,000 and \$27,000,000. This schedule compares with 450 films made in 1927, costing \$17,000,000.

This would indicate that these producers plan to spend at least \$10,- (Continued on page 2)

P-F-L New and Old

Stock Rise on 'Change

Paramount Famous-Lasky stock hit a new high mark for the year yesterday, gaining 3 3/4 points and reaching 148 3/4. Exhibitors Daily Review, last June when the stock was selling around 123, predicted this stock would reach 150 on the (Continued on page 2)

SHUMATE RETURNS

Synchronizes Dialogue and Sound on "Times Square"

"Times Square" the Gotham production has completed its production of a sound and talking picture negative at the Bristolphone Studios in Waterbury, Conn.

Harold E. Shumate, who supervised the work has returned from Waterbury. The sound negative will contain 2 full reels with dialogue, between Arthur Lubin and Alice Day.

The Motion Picture Producers and Distributors of America, have notified the 32 Film Boards of Trades in the U. S. that they stand ready to furnish film gratis to any and all theatres which will stage benefits for the victims of the hurricane in Porto Rico, Virgin Islands and Florida.

A deluge of responses have come in from various boards, indicating approval of the scheme and furnishing notification and details of nu-

(Continued on page 2)

NETOCO SEWS UP HALF OF PORTLAND, MAINE

Acquires Four Goodside Houses and Now Building Two

Samuel Pinanski, president of Netoco announces that the New England Theatres Operating Corporation, and Abraham Goodside of Portland, Maine, represent the following corporations, the Strand Amusement Company and The Empire Amusement Company, both Maine Corporations, and the Capitol Theatre Company, a Massachusetts Corporation, executed an agreement on Sept. 19, 1928, whereby the New England The-

(Continued on page 2)

First Big Independent to Use Western Electric System

Columbia Pictures Corporation is the latest producing organization to definitely announce a program of sound pictures. In making his new policy public, Joe Brandt, president of the company, stated yesterday that the high quality of the silent pictures on the Columbia program will not be affected by the sound pictures, and that a special organization is working at the studios in Hollywood and New York to perfect those pictures on the Perfect 36 program that are to be accompanied by sound, music, effects and talking sequences.

Columbia Pictures has signed a contract for the production of sound pictures with the Electrical Re-

(Continued on page 2)

Kennedy Re-Arranging FBO for Distribution

J. P. Kennedy, accompanied by Mrs. Kennedy arrived in New York yesterday on the Acquitania, after a month's trip abroad.

It is understood that Kennedy, while abroad, completed arrangements for new foreign distribution of FBO product throughout Europe.

Hersholt with P-F-L

HOLLYWOOD — Jean Hersholt, whose contract still has 18 months to run with Universal, may be farmed out to Paramount for three pictures, the first of which will be "Victory."

British Exhibitors Vote to Join Int'l. Federation -- Meet in Brussels

By Dr. R. OTTO
Berlin Correspondent

The British Cinematograph Exhibitors Association, after lengthy discussions, has voted to join the International Exhibitors Federation which came into existence several weeks ago.

H. V. Davis, President of the British theatre owners and the General Secretary, Mr. Fuller, have been instructed to meet the French and German delegates in Brussels next month.

There the statutes of the Federation will be definitely adopted and special efforts made to dispel any

false ideas disseminated in other countries about the scope of the organization and to impress upon the American exhibitors that it is essential that they should join the Federation.

U. S. Films Strong

American films are holding their own in the German exhibitors' programs. Among the 31 features released in August, 15 were domestic, 6 from other European countries and 10 were American.

Counting the entire output of features, educational and topical there were 232 domestic productions while America supplied 100 pictures.

DAILY REVIEW

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemstead 1514)

London Office and Correspondent: Samuel Harris "The Cinema", 80-82 Wardour St., London, W. 1

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York—Dave Bader threatens to sing into the new Ediphone up at Universal in order to get a line on his voice for sound pictures, and someone could be put in jail for what the boys threaten to do to Bader . . . Joe Kennedy, hale and hearty and chock full of pep returned from Europe yesterday and was met at the dock by a reception committee consisting of Joe Schnitzer, E. B. Derr, Lee Marcus and Eddie Moore . . . Paul Gulick, after listening to the test of synchronization of "Lonesome" at the Colony and says it is the best he has heard and if he has missed any of the others he wants someone to send tickets and he'll take a peep . . . Victor Shapire is still looking for a home to live in, and if anyone has an extra one please notify Vic at United Artists . . . Jack Alicote, chairman of the M. P. Club athletic committee, is arranging for a series of hand ball matches with some of the other clubs of the city, and likes his own team pretty well for beginners . . . Eddie Moore, Joe Kennedy's right hand man, ayways carries four pairs of glasses with him in case he should break three, and Eddie has the reputation of being a peaceful guy at that . . . Ben Hyatt, for the past eight years in the purchasing department of Universal, left the old job flat yesterday to start his own employment agency at 100 West 43rd street . . . Julius Singer, all dolled up with usual trimmings of fresh carnation fresh shave and a fresh supply of cough drops, acted as toastmaster at a farewell dinner to Ben Hyatt and what he did to the job was plenty . . . Al Lewin likes the Motion Picture Club so well that he is afraid he won't enjoy being called back to the west coast, where they haven't such a club . . . E. F. Albee has given \$500 to the hurricane relief fund, and he never misses out on a chance to do something helpful . . . Charles Skouras is in New York and spending the daylight . . . Colvin Brown has returned from the west, and all the bosses are gathering.

Columbia Pictures Licensed for W.E. Vitaphone System

(Continued from page 1)

search Products, Inc., subsidiary of Western Electric Company. The system of recording and reproduction is the same as that employed by Warner Bros. in Vitaphone.

Based on the preferences shown by theatre-owners toward the Western Electric system, we finally committed ourselves to this system.

"We are particularly fortunate in having among our vehicles for the Season 1928-29 a large number of outstanding stage attractions. These are now being seriously weighed and considered for production as sound pictures," stated Brandt.

"As a producing organization we are not loaded down with expensive stars, nor do we carry non-productive technical men and high-priced advisors. We are not forced to put into roles that call for dialogue in our sound pictures, stars whose voices do not fit the new medium.

"We are ready to throw all our resources into the making of high-class sound pictures without having to write anything off the books, just as we have always made high-class silent pictures without a dollar of waste—pictures that this season have demonstrated their ability to play a deluxe Broadway theatre at \$2 top.

"Not all our forthcoming pictures will be in sound, naturally. We are going to continue to make silent pictures. But we want to go on record with the statement that whether sound or silent—Columbia Pictures always will be sound value for the exhibitor who books and plays Columbia Product."

32 Trade Boards to

Offer Free Films

(Continued from page 1)

merous benefits to be staged.

The first of these will take place tomorrow, Sunday, when all the theatres in Memphis, Tenn., will turn over their entire proceeds to this charity, the American Red Cross Relief Fund for the Victims of the Hurricane in Porto Rico, Virgin Islands and Florida.

The City of Washington will be the next to probably adopt the measures pursued in Memphis, with other cities falling in line within the next two weeks.

The most comprehensive benefit of its kind ever undertaken by the industry on the West Coast, for the same Fund, will take place today at the Olympic Auditorium, where a boxing show of 50 rounds will be put on. The Los Angeles Theatre Managers' Association is putting on the benefit. Leading film stars will referee the bouts.

Europe to Spend 17

Million on Production

(Continued from page 1)

000,000 in the improvement of their pictures this year.

Great Britain will produce 100 films costing \$8,000,000; this country only produced 24 pictures in 1927, costing \$2,600,000. France will make 85 films costing \$3,500,000. Germany will complete 250 productions and 65 other films will be produced in the other production centers.

P-F-L NEW AND OLD

(Continued from page 1)

Exchange by early Fall.

The new P-F-L split-up common, since opening two days ago continued its early climb and yesterday gained 1½ points hitting 49½. This stock is due to touch 70 by the end of the year, according to our financial informants.

New United Artists Theatre in Portland, Ore., an Event

Netoco Sews up Half

of Portland, Maine

(Continued from page 1)

atres Operating Corp is to acquire a controlling interest in the Empire, Strand and Jefferson theatres Portland, and the Capitol Theatre, Springfield, Mass.

The agreement provides for these houses to be taken over on or before November 1, 1928.

Arrangements have been made under which Mr. Goodside is to remain connected in a managerial capacity with the company which will operate the theatres in Portland, and the Capitol in Springfield, Mass.

Cantor on WOR

Eddie Cantor will be the guest artist for the third Vitaphone Jubilee Hour broadcast next Monday evening, October 1st, through Station WOR and twenty other stations comprising the Columbia Chain.

Bernstein Here from

Europe—Seider Sails

Joseph E. Bernstein, Pres. of the State Theatre in Jersey City, accompanied by Mrs. Bernstein, arrive in New York this morning from Holland on the S.S. New Amsterdam.

Joseph E. Seider, President of the New Jersey Theatre Owners, sailed for Europe last night on the Ile de France. He will be gone for several months.

G. B. "Judge" Frawley

Heads "Pep" Club

G. B. "Judge" Frawley has been unanimously elected to the Presidency of the Paramount "Pep" Club, an organization comprising the entire personnel of the Paramount Famous Lasky Corporation home office. Mr. Frawley has been a member of the Board of Directors of the club for the past four years.

The new 1,000-seat United Artists Theatre in Portland, Ore., which opened for the first time about ten days ago, is the talk of the town, as it has proved to be a great step forward in Portland Theatre circles. While comparatively small, it is a luxurious house done in a modern style that puts it in a class by itself.

The waiting room and foyer space can accommodate an extra thousand people, practically doubling the capacity of the house.

The theatre front is perhaps the finest designed in the city, consisting of a tremendous marquee that extends over the whole building side, brilliantly illuminated on its under side and with a double row of illuminated letters on its face. The United Artists sign is a huge affair, towering over the roof-top, and is supplemented by United Artists Theatre in Neon script along the two walls on both sides.

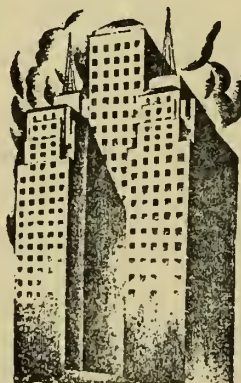
It was originally planned to open the United Artists house on September 14, but the date was set back until the 20th by J. J. Parker, who is the managing director of the new theatre. The Movietone installation has not been completed, owing to the labor troubles which have developed along those lines, but Parker engaged a well-chosen orchestra which will substitute until the sound equipment is ready, at which time the house will revert to a Movietone policy.



NEW YORK'S NEWEST AND FINEST HOTEL

SMARTLY NEAR THE CENTER OF THINGS

Around the corner from New York's exclusive shopping district, readily accessible to leading theatres, and railroad terminals, yet in a neighborhood socially correct and away from the noise and turmoil of the business district. The Park Central enjoys a location distinctly unique in its advantages. Come to the Park Central, New York's newest and finest hotel where you will find advantages heretofore unknown to American hostels — Radio outlets . . . Electric Refrigeration . . . Period Salons and Roof Patios for private social functions . . . swimming pool . . . Florentine Grille featuring the Park Central Grille Orchestra . . . other features equally unusual and desirable. Single rooms five dollars per day and up. Double rooms eight dollars per day and up.



THE PARK CENTRAL

FIFTY-FIFTH STREET AT 7th AVENUE

NEW YORK CITY

PICTURE REVIEWS

"PLASTERED IN PARIS"

Fox
Directed by Ben Stollorf
Featuring Sammy Cohen,
Jack Pennick

A fast-moving riotous comedy-farce with plenty of hokum and gags sprinkled throughout to keep your audience giggling — Sammy Cohen as Nosenblum does the best work of his career and the film is different from the usual run of comedies through its direction and sprightly episodes.

Sammy, who was injured in the war, has become a kleptomaniac who must be slapped to be brought out of his trance—Sammy and his war-buddy attend Legion convention in Paris and through Sammy's taking ways, they steal a couple of enlistments in the French Foreign Legion and are sent to Africa. Humorous events are depicted in the training of the Legion, and the boys nearly get shot through a trick—they escape from the Fort, rescue the commandant's daughter in the desert and are rewarded by being released from service.

"BEGGARS OF LIFE"

Paramount
Directed by Wm. Wellman
Story by Jim Tully
Cast Wallace Beery
Louise Brooks, Richard Arlen.

This picture marks Wallace Beery's return to the drama, but is notable for many other reasons as well. "Beggars of Life," faithfully adapted from Tully's book, answers the cry for something different in a grand way, giving us an insight into hobo-life and it is chock full of suspense, amusement and drama.

This picture should go big with any audience because it is fast-moving and interesting from start to finish. Louise Brooks shows remarkable improvement, as the girl who takes to "the road" with a young tramp to escape a charge of murder and Richard Arlen, by his naturalness and sincere playing herewith shares acting honors with the star.

"Beggars of Life" is beautifully directed throughout, and contains some remarkable "shots." Beery is great in a part built to order for him.

"BURNING BRIDGES"

Pathe
Directed by James P. Hogan
Featuring Harry Carey,
Kathleen Collins

If the Carey vogue hasn't passed in your territory, the fans will find just what they're looking for in this one—good drama and villainy in the plot, with Harry playing a dual role—art titles and photography lift picture out of ordinary Western Class. Collins Girl a winner in any cast.

Carey plays a genial cowboy, who acts the good samaritan in his town. He has a twin brother whose mental equipment was knocked awry during the war and who now turns train robber. Harry is accused of his brother's crimes and sets out to vindicate both his and his brother's names. The crooked undersheriff who is the real criminal is finally captured and forced to confess, by Carey's daring and hard riding.

"FORBIDDEN HOURS"

Pathe
Directed by Graham Cutts
Story by Noel Coward
Featuring Lili Damita,
Paul Richter, Harry Leidtke

This foreign production made from Noel Coward's "The Queen Was in the Parlor", with judicious cutting and retitling will prove acceptable in the U.S. The star does capable work and looks very charming — Story of conventional Princess-lover-Queen-Revolution type but creditably done.

Young princess is relieved from odious marriage when the licentious prince dies—goes to Paris to forget and live joyously—meets handsome author — they fall in love — about to be married, she is summoned back to her country to become Queen—marriage with neighboring Prince arranged—day before wedding, her lover saves her from shooting by anarchist — he spends last night with her and then commits suicide.

Film could lose one reel and stand some expert titling. Barring few slight idiosyncrasies, picture should please most fans.

"THE BIG HOP"

Starring Buck Jones,
Jobyna Ralston, Ernest Hillard.
Directed by James Horne

The recent attempt made by a group of flyers to span the Pacific forms the basis of "The Big Hop". So far as we are concerned the picture, being neither "fish, flesh nor fowl", is a big flop. Only ardent followers of Buck Jones will be entertained by this one, which, as we saw it, seemed about two reels too long.

Jones manages to work in a little fast riding at the start and finish, but for the most part the picture concerns itself with his efforts to enter the air race which he finally does, against the wishes of his sweetheart, played with much old fashioned chest heaving, by Miss Jobyna Ralston. Also in the "plot" we have a nasty villain who puts poison in the pilots coffee, etc. Some judicious cutting may pep the picture up quite a bit, but though the idea is new.

"The Big Hop" seemed terribly out-of-date and flat. Maybe it was the subtitles—some of them are priceless!

"SHOW FOLKS"

Pathe
Directed by Paul Steln
Featuring Eddie Quillan,
Lina Basquette.

An interesting and timely picture, with a strong ending. Picture weak in beginning as director lacks comedy values—Acting of high type in imitations of show-folk — titling could be improved.

A tale of a boy and girl who determine to succeed on the stage and who stand by each other winning or losing. They try to rise above their lowly start on the boards; the boy wanting the world to think that he is the entire show and the girl, who has great wisdom and love for the boy lets him think so.

The direction is splendid and proves that Stein can handle the best of dramatic stories. Lina Basquette covers herself with glory in this one. Others in the cast besides Quillan, who deserve mention are Bob Armstrong, Bessie Barriscale, Carol Lombardi and others.

"EXCESS BAGGAGE"

Metro-Goldwyn-Mayer
Directed by James Cruze
Story by Jack McGowan
Cast William Haines,
Josephine Dunn, Ricardo Cortez.

Another, and slightly different picture of back-stage life; this time that of a small-time vaudeville juggler, very much in love with a dancer, who after marrying him becomes a famous movie star. Its all very pathetic, since he claims he is helpless without her, besides being very much in the background and unable to work, but somehow or other, the story doesn't ring true.

Haines, as the adoring husband, does very fine work; in fact the entire cast is excellent. The direction however, is spotty, and there is an overabundance of closeups, tending to make the picture drag.

The photography, very poor at the start, takes a turn and becomes noticeably better toward the end. A more logical wind-up could have been found which existed at that point. Altogether, "Excess Baggage" is only fair entertainment. Ralph Spence's titles are a treat.

"DANGER STREET"

FBO
Directed by Ralph Ince
Featuring Warner Baxter,
Martha Sleeper

Impossible tripe of the glorified gangster type story which all producers are breaking their necks to hand out today—If your audiences aren't tired of crook stories you can take a chance on this one—Direction, and acting ordinary, although picture has suspense and a few laughs. This is a Le Baron Production if that means anything!

Wealthy chap, jilted on his wedding day, is heart-broken and don't care if he dies—happens into the underworld district, where he figures he has a good chance to be killed —takes possession of a haberdashery frequented by two gangs who are ready to kill for exclusive apparel —He meets girl working in cafe; they marry and then part through mis-understanding and the girl is shot by gang leader who makes attempt on hero's life—they are reunited.

Sound Featurettes

"ROSE AND TAYLOR"

Vitaphone-Orchestra

This is a band number made by Rose and Taylor, a California team which performs in typical band style. Three numbers are recorded and seem to be well played.

The band is from the Hollywood Montmartre Cafe and is introduced by a Master of Ceremonies in typical California style; his banterings serve to lend divertissement to the band's efforts and makes the act stand out.

In one of the numbers, individual playing of instruments is featured and this always has a good effect.

"HOLLYWOOD BOUND"

Vitaphone-Sketch

Humorous and novel sketch featuring Gladys Brockwell, James Bradbury and Neely Edwards.

Skit opens with Bradbury, small-town clerk bitten by the Hollywood movie-bug, after winning popularity contest—he boasts and struts and nothing is too good for him while getting shaved, he dreams he is in Hollywood. There Gladys Brockwell welcomes him as her new leading man, but in such a hot way that he is overcome.

As he wakes from the dream, the Barber tells him the bubble has burst and the Barber has won the contest instead. Our hero, nevertheless is

determined to get to Hollywood and does—as a street cleaner.

SHAW & LEE

Vitaphone-Nut Act

These two eccentric vocalists, who have a strong vogue in vaudeville at the present time are sure-fire stuff and good for many laughs.

They open singing together; their songs consisting of nutty rhymes and senseless witticisms which are so foolish they make you laugh.

The material is old but good. Toward the end the boys throw nut questions at each other and get nut answers. They perform in the simple boob style and hardly crack a smile, which is O.K.

"EARL BURNETT"

Vitaphone-Orchestra

The Earl Burnett orchestra perform an attractive instrumental series of numbers, which will go over outside the big cities where the songs played haven't grown out of popularity.

The act is well-dressed and handled in a real showman way. Attention in this, as in similar Vitaphone band records, is focussed in some of the numbers' individual playing.

This one no better or worse than the usual type of talking-program filler-in, to relieve the serious spots in a feature program. "The Song Is Ended" is the chief number featured.

Howard Hughes Hollywood's "Santa Claus" Industry's Most Lavish Spender Through!

**Spent \$4,000,000 on 4 Productions
Returns to Date Only \$1,000,000**

By JOE BLAIR
Hollywood Correspondent

Howard Hughes, known around Hollywood as the boy producer, the millionaire kid, "Santa Claus" and head of Caddo Productions has decided to quit pictures. He is leaving Hollywood within a few days for Berlin to undergo an operation on his ear.

Hughes as head of Caddo Productions and producer of "Two Arabian Knights", "The Racket" "Hell's Angels" and "The Mating Call" has had a wild career around Hollywood studios due to his desire to spend money with a hand that has never before been equalled in the annals of picture making. It is said his weekly income averages around \$25,000 as a result of royalties on a patented drill in use by most everyone drilling oil wells, but Howard soon found that even with an income of this size, it is hard to make ends meet in the production of motion pictures.

First Picture

The first picture made by Caddo was "Two Arabian Knights". This was an outstanding picture and did a good gross business, but due to the fact of the excessive cost and the peculiar arrangement of release, it is said that Hughes has yet to get his cost out of this production. Lewis Milestone directed with William Boyd and Louis Wolheim in the leads.

The Big Effort

His next effort was the production of "Hell's Angels" an air epic of the recent war. Luther Reed was assigned the direction and after finishing the interiors threw up the sponge with the word that Hughes knew more about making pictures than he did. Consequently the boy producer took up the direction himself. Reed started shooting interiors last October and finished around the first week in December. It was thought that the exteriors would require not more than three weeks. The picture is yet to be finished. A flock of German bombers, airplanes and other paraphernalia were imported from the other side, immense flying fields built, money spent with the same lavish hand that had made "Two Arabian Knights". Hughes took as many as 100 takes of a simple scene. He spent days and days on one little insert. The cost to date is well over \$2,000,000. There is said to be over a million feet of negative on this

subject.

Two for Paramount

While in the midst of his direction of "Angels" Hughes was talked into a contract to do two pictures with Fommie Meighan for Paramount release. Both have been finished. "The Racket" made by Milestone was released and has been doing exceptional business, but for the same reasons experienced on "Two Arabian Knights" it is not thought he will not get his negative cost out of it. James Cruze was engaged to do the second Meighan "The Mating Call". This is yet to be released.

Contracts

Hughes has several people under contract to him, the most important being Lewis Milestone, now doing a picture for Paramount and finishing that will do two for United Artists. It is said Milestone is trying to buy his contract. Others tied to Hughes are Louls Wolhelm and Lucian Prival.

Hollywood in losing Hughes loses the best spender motion pictures has ever had. His investment to date has run well over \$4,000,000 with less than \$1,500,000 returned to date. "Hell's Angels" might pull a lot of it back, for those in the know say if they can ever get it cut, it will be a wow of a picture.

Doris Hill with P-F-L

Doris Hill, the young actress who played the feminine lead in Syd Chaplin's "The Better Ole" in her first venture before the camera, and then was signed to a contract by Paramount, has made good and yesterday B. P. Schulberg, head of that organization's Hollywood production, announced that she has affixed her name to a new contract.

Vidor Touring

King Vidor, M-G-M director, looking around for available negro talent for his forthcoming all-negro picture "Hallelujah" is on his way to New York.

Fox Buys Smith Story

Wallace Smith, artist, writer and soldier of fortune, has sold to Fox an original story for talking pictures, "Little Ledna". The story originally appeared in his book of short stories of vaudeville life entitled "Are You Decent".

STUDIO GOSSIP

Add to the cast of the the Texas Guinan Warner picture "Queen of the Night Club" the names of Richard Barthelmess and Wilson Mizner. However this is off the record. Both Richard and Bill appeared in a scene in the night club scene for "Tex" as guests and only for a laugh.

Speaking of Warners and the Guinan film brings to mind something entirely new in pictures. Byran Foy the director claims that Lila Lee has "Sex Appeal" in her voice.

Edmund Burns has been added to the cast of the Henry King production "She Goes to War". Other members already signed are Eleanor Boardman, Cliff Holland, Gertrude Astor and Al St. John.

Captain H. Caldwell and Katharine Hilliker, his wife, have completed the editing and titling of the Sam Goldwyn picture "The Awakening". It stars Vilma Banky.

This is a wise one from Al Boasberg. "I cross my heart and hope to dialogue."

Marie Wells, Los Angeles stage favorite, has been added to the cast of "The Desert Song".

Russel Simpson recently returned from the Mormon country around Salt Lake where he worked in the picture "The Exodus" says that "although the Mormons of today may be one-wife men, they still live in two family houses."

Josephine Dunn, who has the feminine lead opposite William Haines in "Excess Baggage," now playing at the Capitol, and has just completed the chief feminine role opposite Haines in "A Man's Man," will have a somewhat lighter part in her next Metro-Goldwyn-Mayer picture, "All at Sea," co-starring comedy vehicle for Karl Dane and George K. Arthur which Alf Goulding will direct. Miss Dunn was formerly a New York show girl.

Gertrude Astor and Kathryn McGuire have been chosen for important roles by John McCormick for Colleen Moore's next First National picture, "Synthetic Sin." The new picture is a screen adaptation of the successful stage play by Frederic and Fanny Hatton, and will be directed by William A. Seiter.

Dresser Sails Nov. 15

Louise Dresser, who has just been signed to a long term contract as a reward for the excellent work she did in "Mother Knows Best," will leave for Italy with Director John Blystone on November 15th to make scenes for a new picture.

Manckiewicz Dialogues

Herman Manckiewicz has been assigned to write the dialogue for the talking sequences of George Baneroff's new Paramount picture, "The Wolf of Wall Street." Rowland Lee will direct.

Counselman at Pathe

William Counselman, until recently supervisor of production at Fox, has been signed in the same capacity by Pathe. His first work will be on "Listen Baby" from an original story by Elsie Janis. Eddie Quillan and Lina Basquette will play in it.

Bebe's Next

Bebe Daniels is all set and ready for work in her next Paramount production "The Big Scoop". It is an original by Grover Jones and Lloyd Corrigan and is a newspaper story.

Marian Orth Renews

Winfield Sheehan has signed Marion Orth, scenarist, to another long term contract. Miss Orth has just completed the scenario for "Street Fair," Janet Gaynor's latest Fox picture, which is now in production at the company's West Coast studio.

Pathe's Negro Story

Pathe is going to do an all-negro story as a full length talking picture. It will be the Theatre Guild play "Porgy". The screen treatment of the play is being done by Benjamin Glazier who will supervise the production also. A director has not been assigned but efforts are being exerted to borrow Harry D'Arrast from Paramount.

M-G-M Signs Hyams

Metro-Goldwyn-Mayer have signed Leila Hyams to a long term contract. Miss Hyams has been under contract to Warner's for the past two years and during this time she appeared in more pictures outside the Warner lot than she did on it. Warner's did a thriving business farming this blonde beauty out.

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DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

REG. U. S. PAT. OFF.

VOL. 24 No. 76

New York, Monday, October 1, 1928

FIVE CENTS

OBSERVATIONS

Warner's Again

Today Warner Brothers jump into top news again. This is happening with great frequency. You can't keep them out even if you want to. This time with the purchase of the Kunsky string of 13 houses in Detroit. The Warner office, as usual, are silent about it, but regardless of this, the deal has been made and gives this "lightning" group a few more very fine theatres to operate. All in Detroit with the exception of one.

Part of the Deal

This purchase, was no doubt part of the First National-Stanley-Skouras deal. What will be the next one? There is a whisper around about Universal. We don't know. Both companies say no! However that does not mean No. Anything can and will happen. If they took over the Balaban-Katz Chicago string it would cause little surprise. This whole motion picture map will have a different contour in a few months. If you were to do a rip-van-winkle for a few hours, on awakening you would not be able to recognize it.

Thinking

This recent buy causes a lot of thought and MIGHT have a lot of significance. Think this over. Stanley, Skouras and the Kunsky string have always been strongholds for Paramount. And when we say strongholds, we mean extra-strongholds. Paramount-Publix, has been, and is now under Federal investigation. They have not taken over any new houses since this investigation has been in progress. It would not be a bright thing to do. Remember too, William Fox has been, and is now, buying a lot of houses. Accordingly do you think that Mr. Zukor, Mr. Katz and Mr. Publix are standing by and watching Fox and Warner tie up all the best available theatres? Certainly you don't and neither do we. So when Skouras and Kunsky and Stanley are taken in by Warner's don't it cause you a little thought? Can't you wink your eye a little bit and say to yourself, "so that's it?" More later.

WILKERSON

Warners Buy Kunsky Chain of Detroit 1st Run Houses

LAEMMLE RETURNS WITH NEW OPTIMISM

Carl Laemmle, president of Universal, arrived in New York yesterday for a stay of a month or six weeks. He was accompanied by his daughter Rosabelle and Mr. and Mrs. Maurice Fleckels.

Mr. Laemmle was very enthusiastic regarding the outlook for Universal in particular and the entire motion picture industry in general. He said "Conditions were never better in our company. We are, as usual, months ahead of our pro-

(Continued on page 2)

NEW SAX-GOTHAM SOUND STUDIO IN 2 WEEKS

Sam Sax arrived from the Coast Saturday bringing with him the answer print of "The Head of the Family" his latest Gotham Production featuring Virginia Lee Corbin, William Russell and Mickey Bennett.

Sax will supervise the construction of Gotham's Eastern Bristolphone Sound Studio which is being built at Waterbury, Conn., and which is expected to be completed in two weeks. The studios will be 200x50 and three stories high.

Rogers Back in U. S.

Saul E. Rogers, vice president and general counsel of Fox Film Corporation and Fox Theatres Corporation, returns today on the S.S. Leviathan from a four months' stay in Europe. He is accompanied by Mrs. Rogers.

ACQUIRE PUBLIX STRONGHOLD — ANGLING FOR UNIVERSAL CHAIN

Following closely on the sensational theatre developments sponsored by Warner Brothers in the last month, plus their acquisition of First National control, which is officially not yet set, comes the surprising news that the Vitaphone pioneers have acquired the Kunsky chain of 13 theatres in Michigan, 12 of which are in Detroit.

LEE TO DISTRIBUTE BRITISH SOUND IN U. S.

Arthur A. Lee, President of the Ameranglo Corporation, who arrives today on the Leviathan from London, has laid plans to distribute British sound films in the United States. They will be made with British Acoustics sound system.

Negotiations are being conducted for distribution. Distribution in Canada will be through the Universal offices. Gaumont-British plan to produce three films in Canada, which will be British quota films to be made with British players from Hollywood.

24 Pictures in all, are listed by the Gaumont British of Canada for release during 1928-29.

Rajahs Form 2 New

India Producers

Two new production companies will get under way in India shortly. They are the Alliance Picture Corporation, with a capital of \$700,000 and the British Dominion Films, Ltd., which has been started near Calcutta by D. N. Ganguli, Indian film actor.

Several rajahs are said to be financially interested.

Internationalism's End Seen by Kennedy--Television Soon

Warner Orphan Asylum Memorial Dedicated

The \$100,000 new Warner Gymnasium, a personal gift of the Warner Brothers to the Hebrew Orphan Asylum in New York was officially dedicated last night.

The beautifully equipped gymnasium was presented to the orphans as a memorial to the late Samuel L. Warner.

J. P. Kennedy, President of FBO who returned from Europe on Friday in an interview, predicted the future of talking motion pictures by stating that the use of talking pictures represents the end of Internationalism in picture making, by which he meant to infer that films would cease to be suitable in any country which heretofore viewed the silent motion picture solely as an appeal to the eye and to understanding through the eye, are now through the localizing of interest in a film

(Continued on page 2)

The deal which was closed Friday night, takes in control of the Birmingham, Birmingham, Mich.; the Adams, Alhambra, Capitol, Columbia, Kramer, Lincoln-Square, Madison, Martha Washington, Michigan, State, Strand and Kunsky-Redford; which, next to the Woodward-Koppin chain of 20 in Detroit, is the largest string of houses, but the Kunsky chain is the chief first-run outlet and most modern.

The Kunsky chain of which Barney Balaban is Treasurer, has long been considered a Paramount stronghold, ever since that company switched from Gleichman and other independents some five years ago.

Not content with adding these theatres to some 300 which Warners now directly control, negotiations, it is understood, are being carried on for the Universal Chain of several hundred theatres throughout the country.

(Continued on page 2)

PARAMOUNT FAILS TO RE-OPEN CASE

DALLAS—An attempt by Paramount to reopen an arbitration award, which they lost recently, in the claim brought against the Sugarland Industries, at Sugarland, Tex., has been turned down by the Film Board of Arbitration, which based its conclusion on the premise that cases can only be reopened by and with the consent of both parties, and that the powers of arbitrators cease when an award is made.

"LONESOME" HAD 3 COLONY OPENINGS

"Lonesome", Universal's Paul Fejos-Carl Laemmle, Jr. production with sound effects, musical accompaniment and dialogue, re-opened the Colony Theatre last night.

It was not a typical trade invite, but a public opening, with three shows at 6, 8 and 10 o'clock. Ben Bernie's band inaugurated the musical divertissement for the theatre.

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London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Phil Reisman, general sales manager of Pathe, is proving himself a ladies man by putting on a sales contest in which the fair sex participates, the prize being a silver fox scarf. . . . Ted O'Leary, also of Pathe, is out shopping for the scarf, and can you imagine that of Ted. . . . Joe Seider, accompanied by Mrs. Seider sailed on the Isle de France Saturday for a two months vacation in Europe. . . . Ernest Shipman, now a South American, who has been looking over his haunts for the past couple of weeks, left Saturday for New Orleans and points south. . . . Louis B. Mayer was Col. Schiller's luncheon guest Saturday at the Motion Picture Club and left wondering why they didn't have something like that on the coast. . . . Jack Warner says 80 percent of the present motion picture stars will make good in the talkies, and does he mean even the male star with the beautiful tenor voice. . . . Bert Adler has been named by President George Harvey to serve as treasurer of the T.N.T. dinner committee, and the T.N.T. is nee the Naked Truth dinner. . . . Jack White and E. H. Allen, having settled the fate of the sound pictures in various conferences with President Hammons of Educational, have taken their departure for the coast. . . . King Vidor has arrived in New York and will make screen and sound tests of colored talent for Metro's "Hallelujah" which he will direct. . . . Gil Bong is a mean man, trying to make his wife lose her job by getting an injunction to stop Gilda Gray from continuing her work in British pictures. . . . Joseph E. Bernstein, New Jersey theatre man, who has been rusticated in Europe for a couple of months, is back on the home heath. . . . Lou Metzger has received a wire that "The Melody of Love", Universal's first 100% talkie, had busted to smash all records at its opening at Kenosha, Wis., and will soon hop along to New York. . . .

NEW FEDERAL SUIT AGAINST W.C. GROUP

LOS ANGELES—The Wesco chair and 8 other producers in California, were the object last week of anti-trust proceedings filed by the U. S. Department of Justice in Washington.

The defendants were accused of a conspiracy to prevent independent exhibitors from obtaining first second or suburban runs on their product, in Southern California. The West Coast Theatres, Inc., particularly are charged with conspiring to prevent other theatres from competing against them.

The accused producers are Pathe, United Artists, Fox Film Corp., Paramount Famous-Players Metre, Goldwyn-Mayer, Universal and Vitagraph (Warners).

Attorneys for the defendants will shortly file application for an extension of time.

Gotham Expands Force in Cincinnati Office

Budd Rogers, Vice-president of Gotham Productions, announces that the Cincinnati exchange has added H. M. Berger and S. S. Silverstein to the sales staff. M. C. Howard is the special representative from the home office.

Carl Mos Returns

Carl Mos, veteran Universal advertising assistant, who has been on a special mission in the London office of the European Motion Picture Company, Universal's British distributors, returned to the Universal home office Saturday.

Salesmen Meet

The Motion Picture Salesmen of America held their regular monthly meeting Saturday night at the Park Central Hotel. Problems of present day-film selling, with its chaotic conditions, formed the principal topic of discussion.

Callaway on Trip

W. E. Callaway, Southern sales manager for First National Pictures, leaves Monday on a three weeks' trip through the Middle West and the South. He goes first to Chicago and then to St. Louis, Kansas City, Oklahoma City, Dallas, New Orleans, Memphis, Atlanta and Charlotte.

Warners Buy Kunsky Chain of Detroit 1st Run Houses

(Continued from page 1)

This rumor, however, has up to the present time, no basis for fact, and is denied by Universal, on one hand, and silenced on the other by Warner Brothers.

While J. P. Kennedy is reported to have remarked that he had received no offers from the Warners or their financial agents, for the Keith-Albee-Orpheum Circuit, which is probably true, reports still persist that there is a keen struggle on for these theatres. When the stock market opened on Saturday morning, the first sale in Keith-Albee-Orpheum stock reported, was the purchase of a single block of 10,000 shares at 30½, which is fraught with significance to those who like to read between the lines.

MINDLIN LOSES ST. GEORGE PLAYHOUSE

From reliable sources it was yesterday learned that Michael Mindlin, managing director of the chain of little art cinemas in New York has relinquished the St. George Playhouse in Brooklyn and may possibly do the same with the 55th Street Cinema and the 5th Avenue Playhouse.

It is understood that his policy of running mostly poor-made foreign productions for the first time in these houses has been unsuccessful financially. Mindlin couldn't be reached for a statement.

Pep Club Dinner on Oct. 18 for Officers

The new officials of the Paramount Pep Club, elected last week, will be installed at the annual dinner of the Club at the Hotel Astor on October 18th. The officers are G. B. J. Frawley, Pres., Edward A. Brown, V.P., Marion Coles, Treas., and Rose Eidelsberg, Secretary.

The new board of Governors will be Vincent Trotta, Sam Denbow, Lou Diamond, Sara Lyons and Alice Blunt.

Internationalism's End Seen by Kennedy

(Continued from page 1)

by the dialect of the speech, automatically becomes limited to the country to which the dialect is applicable.

Kennedy also viewed with interest the spread of Television and stated "Television is one of those scientific developments which must be taken into account. The RCA company claims to have an instrument that you can carry in a suitcase, which will provide both pictures and music in one's own home. That is going to have a big bearing on the news-reel business."

Laemmle Returns with New Optimism

(Continued from page 1)

duction schedule and in so far as these productions are concerned, Universal will deliver a brand of pictures that will far exceed in quality, any other series of pictures ever made by us before". He spoke at great length regarding "Show Boat" and feels it will be one of the outstanding pictures of all time.

Industry Progress

"I feel that the motion picture industry has never been in better circumstances", said Mr. Laemmle. "Producers are making better pictures and are, for the most part, giving theatres both a sound and silent version of all pictures produced, enabling those with sound equipment an opportunity to take advantage of this marvelous advancement, and to those not yet equipped, a brand of pictures, better than the industry has ever had before".

Tryon on Way Here

Glenn Tryon, Universal star, is on his way to New York and will be joined later by Carl Laemmle, Jr. and Paul Fejos, respective producer and director of the next Tryon production "Broadway".

Midnight Pictures

Inaugurated at Capitol

Simultaneously with the advent of the sound-picture policy starting at the Capitol Theatre on Saturday, October 6th, the inauguration of regular midnight picture presentations will occur.

Canadian Fire Chief to Address M.P.T.O.A.

Marshal Hon. J. Grove Smith, Dominion of Canada Fire Commissioner, will be one of the principal speakers at the Annual Convention of Motion Picture Theatre Owners of America in Toronto on October 16-17-18.

Smith will touch on fire-prevention topics and the relations of theatre owners with the authorities in Canada.

Woodhull Invites

AMPA Conv. Speaker

R. F. Woodhull, in behalf of the M.P.T.O.A., has requested the A.M.P.A. to send a member to speak on exploitation before the Ninth Annual Convention of the Exhibitors' organization, which will be held at Toronto in October. President George Harvey announced at Thursday's meeting of the Associated Motion Picture Advertisers held at the Paramount Hotel.

Harry Delf at M-G-M

Harry Delf has been signed by Metro-Goldwyn-Mayer to write and direct dialogue pictures. Delf was until recently, on the Fox lot having done "The Family Picnic."

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HOLLYWOOD PREVIEWS

By JOE BLAIR

"FORBIDDEN LOVE"

Pathe
Directed by.....Graham Cutts
Story by.....Noel Coward
Featuring.....Lili Damita,
Paul Richter, Harry Leidtke
This foreign production made from Noel Coward's "The Queen Was in the Parlor", with judicious cutting and retitling will prove acceptable in the U.S. The star does capable work and looks very charming—Story of conventional Princess-lover-Queen-Revolution type but creditably done.

Young princess is relieved from odious marriage when the licentious prince dies—goes to Paris to forget and live joyously—meets handsome author—they fall in love—about to be married, she is summoned back to her country to become Queen—marriage with neighboring Prince arranged—day before wedding, her lover saves her from shooting by anarchist—he spends last night with her and then commits suicide.

Film could lose one reel and stand some expert titling. Barring few slight idiosyncrasies, picture should please most fans.

"DO YOUR DUTY"

First National
Directed by.....William Beaudine
Featuring.....Charles Murray
The best comedy turned out by Murray and a great bet for any exhibitor—film has hilarious but old gags—titling is excellent—also the photography—Murray, Lucien Littlefield and Doris Dawson are very effective.

Murray plays a patrolman of long service who is trying to win his lieutenantcy; his noisy family at home interfere with his studies—he finally wins promotion but is demoted again when crooks frame him. He is ashamed of this, and cooks up a scheme to wear two uniforms, the lieutenant's at home and the patrolman's on the job, which he keeps at a Scotch tailor shop—Fresh difficulties arise over the marriage of his daughter to the captain's son, and all ends well.

"SAL OF SINGAPORE"

Pathe
Directed by.....Howard Higgin
Story by.....Dale Collins
Cast.....Phylis Haver,
Alan Hale, Fred Kohler, Noble Johnson

It is hardly fair to review this picture as shown at the preview, but inasmuch as it will be switched around a bit, a little added and a little taken out, we feel it will be one of the better program attractions from Pathe.

As a matter of fact it has a story that is a bit different and together with the fine acting of the entire cast it should have been a wow. But something has been left undone. It is a sea story, and a good one. Phylis Haver is splendid in her part. Alan Hale and Fred Kohler furnish more action and laughs than is ordinarily seen in any one picture. Both of them great. Direction fair. Better than the average from every point of view, and with some good editing it should be improved.

"THE MATING CALL"

Paramount-Caddo
Directed by.....James Cruze
Featuring.....Thomas Meighan,
Evelyn Brent, Renee Adoree

Doubtful if picture will carry general appeal, although it will find favor with sophisticated audiences. Meighan performs well but his part is only a drab personality, without any romance. Suggestions of plots by a "Klan" organization, may bar this film in certain sections.

A soldier who returns from the World War, finds in his home town that the girl he secretly wedded before leaving for the 'big fight' is now married to someone else, the soldier's marriage being annulled—The soldier tries to forget with another girl, whom he marries; his first wife becomes jealous and her husband likewise; the climax of the plot coming at the whipping post, by members of "The Order."

Cruze will add nothing to his prestige with this one, although the story attempted to portray a serious phase of life.

"THE AWAKENING"

United Artists
Directed by.....Victor Fleming
Story by.....Carey Wilson
Cast.....Vilma Banky,
Walter Byron, Louis Wolheim,
Bert Woodruff

At the time this was shown, it was far over-footage and will, undoubtedly be more engrossing when cut. As it stands the story is nothing remarkable but the superb acting of Louis Wolheim in the character of a brutal villain, but acting in the belief that he is right in his brutality, is one of the high spots in the screen entertainment of the year.

Miss Banky, as usual is beautiful and her work in the part was very satisfactory, but the material given her was not sufficient to test her well known ability. Walter Byron was pleasing. Photography by George Barns was up to the standard of this great cinematographer. Victor Fleming made the best of a poor story.

"MAKING THE GRADE"

Fox
Directed by.....Alfred E. Green
Featuring.....Edmund Lowe
Lois Moran

Director did well as he could with weak story—full of comedy and gags and stunts which fall short for the most part—plot is too hodge-podge and audiences will find too much hokum in the story—Lowe is not a comedian and Miss Moran looks charming.

Lowe plays a wealthy type who puts pleasure and family prestige above everything else—even work. Being brought up in Europe he has become a snob who expects love to be handed him on a silver platter. He finally falls in love with a demure, shy girl, one of his tenants, whose roof is always leaking. She thinks he is wonderful, but doesn't love him. He realizes he must do something to win her and tries various forms of pseudo-work that all end disastrously, but he wins the girl.

There are some talking sequences done very well.

"TIDE OF EMPIRE"

Metro-Goldwyn-Mayer
Directed by.....Alan Dwan
Featuring.....Renee Adoree,
George Fawcett, Harry Gribbon
Photography by.....Merritt Gerstad

What was to be a big picture turns out to be a fine Western without a Western hero—picture has great deal of character comedy which may click—another attempt at a "Trail of '98" type of picture which falls short of its high purpose.

The story attempts to show the pursuit of gold in California by an ever-rushing stream of prospectors from the East. The early Spanish settlers and lords have to give way before the onward rush of newcomers, which sequences have real drama and beauty of scene. Gold, Gold, Gold is the theme but the last half of the picture trails out into comedy and forgets all about the drama.

The cast performs very creditably. If your audiences aren't too critical, you can play this one with some profit.

"INTERFERENCE"

Paramount
Directed by.....Lothar Mendes
Screen story by.....Ernest Pascal
Cast.....William Powell,
Evelyn Brent, Clive Brook,
Doris Kenyon

This is the silent version of this stage play. Paramount is doing it in dialogue also. In this version William Powell walks away with the picture and again proves that he is one of the truly great actors on the screen. And in the talking version Powell will be equally effective due to his marvelous voice and stage experience. Evelyn Brent plays the role of a blackmailing vixen for all it is worth. She seems best in these characters. Clive Brook is all that could be asked. The picture is highly satisfactory all around and will make an excellent vehicle for Paramount to pin the title of "the first talking picture". But it is all Bill Powell.

Paddock Film for

Illinois-Indiana

"The Olympic Hero", the 5-reel comedy featuring Charles Paddock, formerly America's leading sprinter, will be exhibited throughout Illinois and Indiana as the result of the sale yesterday of territorial rights to B. N. Judell, Inc., by the Zakoro Film Corporation, national distributors of the film.

Texas M.P.T.O. Nov. 13

The Motion Picture Theatre Owners of Texas will hold their annual convention on November 13-14. Sound pictures, Sunday blue-laws, and other vital topics will come up for discussion.

Proctor Celebration

F. F. Proctor, dean of vaudeville managers, is this week celebrating his 40th Anniversary commemorating his start in New York 40 years ago. All the Proctor vaudeville houses are joining in the celebration.

"Growth of Soil" to

Open New Art Cinema

The Film Arts Guild has acquired the United States and Canadian distributing rights on "Growth of the Soil", a screen version of Knut Hamsun's famous novel which won him the Nobel prize.

This film has been directed by Cavaliere Gunnar Sommerfeldt in the actual Swedish locales of the novel. It will be one of the early presentations at the new Film Guild Cinema which opens late in November.

Mayell Shooting Fox

Movietone in Seattle

Eric Mayell, Seattle Staff photographer for Fox News is now totting a Movietone truck around with him these days in his territory. Paul Heisy is handling the sound.

The truck with its staff will remain in the Northwest as a Paramount assignment. Alex Singelow will continue shooting the silent Fox News in that sector.

Zakoro Gets Cameo for

"Mother of Mine"

"Mother of Mine", the French motion picture in eight reels depicting the tragedy of step-mother affection, will be shown on Broadway next month when the Cameo Theatre will exhibit it.

Joseph Zarovich, head of the Zakoro Film Corporation, national distributors of famous foreign films., declares that the picture will outrank "Potemkin" and "The Last Moment", previous releases of Zakoro.

Incorporations

The Grand Theatre Corporation of Shanghai, China, has been formed in Wilmington, Del., with a capital of \$120,000, to operate theatres and places of amusement in China.

The Opera Pictures Corporation was formed in Manhattan last week with \$20,000 capital. Films of popular operas will be made with sound.

The Sound Pictures, Inc., with 20,000 shares of common stock was formed in Wilmington.

Hyatt Resigns

Ben Hyatt, assistant to Sam Sedran, Purchasing Agent for the Universal Pictures Corporation, has resigned from Universal after eight years, to establish his own business. He will conduct an employment agency.

Tagus Films First

Portuguese Producer

Portugal does not possess an essentially national film studio, and to remedy this state of affairs the Government is preparing a law to protect the national production.

A new firm, "Togus Films," which is to be strictly Portuguese, has been founded, and under the direction of Antonio Lorenzo, the scenario "Les Denx Mensonges" (The Two Lies) will shortly be produced.



REED HOWES
in **"The Skywayman"**
A **"RUSS FARRELL, AVIATOR"**
Picture

"Russ Farrell" clicked right from the take-off! And this one packs even more thrills than "The Sky Ranger"!



"MAKING WHOOPEE"
A **TUXEDO COMEDY**

A new combination of three comedy favorites that will be an instant hit.
Estelle Bradley Ella McKenzie
Harold Goodwin
A Jack White Production



LUPINO LANE
in **"Fisticuffs"**

As fast and furious as a champ battle in the days of John L. Sullivan.



DOROTHY DEVORE
in
"Companionate Service"

The servant problem was never like this! The fastest action this snappy comedienne ever put into a comedy!

"POLAR PERILS"

with
Monty Collins
A **MERMAID COMEDY**

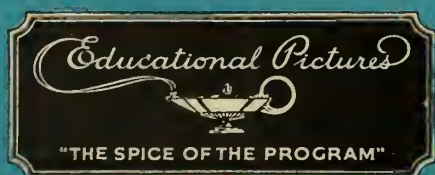
Hot laughs in a cold setting. A comedy that's as timely as it is funny.

A Jack White Production



"WIFE TROUBLE" "THE LUCKY DUCK"
with **Robert Graves** with **Billy Dale**

Two new pictures, with two new stars—that show how good single reel comedies can be.
CAMEO COMEDIES



HEAR YE!

Hear the din over Sound! Hasn't been so much noise in years. Why not get down to earth and think it over quietly—and without the panic? In the long run, one thing only will count—quality! And in short subjects that means—*Educational*.

You'll hear soon the details of *Educational's* SOUND PROGRAM But their long history is your best guarantee that you can count on *Educational Pictures* as the quality leaders in sound short subjects as well as silent. In the meantime *Educational* has stayed out of the panic. You'll see that when you see the quality in its new silent pictures—comedies, novelties, thrillers, news. Quality ALWAYS comes before everything else in



BIG BOY
in
"Come to Papa"
"Big Boy" as little Ole, a Swedish immigrant. A riot of fun in the steerage.
A Jack White Production

Educational Pictures

Lyman H. Howe's
HODGE-PODGE

Packed with more ideas to the foot than any other screen novelty. A real cocktail to whet the appetite of any audience.

KINOGRAMS
The most intelligently edited news reel in the market...and the most entertaining.

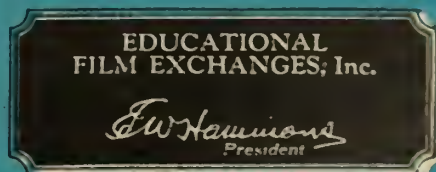
"OUR WORLD TODAY"
The Modern Screen Magazine

"A brand new and a refreshing series...the first two of the issues in thrill, human appeal and fine handling...surpass anything of the sort we have seen attempted in a dozen years." **ARTHUR JAMES**
in Motion Pictures Today



"THE QUIET WORKER" with Jerry Drew
AN IDEAL COMEDY

The two-reel comedy that crashed Broadway for a long run, at the Embassy, in a \$2 show.
A Jack White Production



MEMBER, MOTION PICTURE PRODUCERS AND DISTRIBUTORS OF AMERICA, Inc. WILL H. HAY, President

'DIRTY WORK' NEWSPAPER STORY FIRST SENNETT SOUND FEATURE

Producer to Make Sound Shorts for Pathe- Gotham

By JOE BLAIR
Hollywood Correspondent

Mack Sennett, comedy producer and the maker of several truly great feature pictures, is going in for sound in a big way. He just returned from New York and has great plans.

Everything though, is being side-tracked for the production of a feature length talking picture to be known as "Dirty Work". It will be a newspaper story and was probably inspired by the stage production of "The Front Page" and "Gentlemen of the Press" now playing in New York at present. We say inspired in that Mack evidently figures a good newspaper, with talk, would make a great picture. And that seems to be the impression of a lot of our best producers as it seems that every studio is working on a newspaper story.

The three contract players, Johnnie Burke, Sally Eilers and Matty Kemp will have the important parts. It is said Sennett will direct it himself. production to start very soon.

It is understood that he will make a series of sound shorts for both Pathe and Gotham.

STANLEY EDUCATIONAL MAKING CANADA FILM

Ben Blake, V.P. and Production Manager of Stanley Educational Division, is taking a camera and technical crew to Canada for several weeks to make a production of an industrial-propaganda nature.

The production will be synchronized with an inter-changeable disc method.

Florence Lake at Fox

Florence Lake, sister of Arthur Lake, a featured player in "The Air Circus", has been signed to a long term contract by Winfield Sheehan to appear in Fox Movietone productions.

Sue Carol to W. C.

Sue Carol is returning from Europe Monday on the Leviathan after having had her vacation cut short by a summons to hurry to Hollywood for work in a new Fox picture.

Sutherland at Par.

Eddie Sutherland, director, who left Paramount last year to go with Metro-Goldwyn-Mayer, has returned to his first love and will immediately direct Bebe Daniels in "The Great Scoop".

Milne at Columbia

Peter Milne, one of the most successful writers of screen stories, is responsible for the highly entertaining tale of "Nothing to Wear," Columbia's latest production.

1000 Homeless

A Hollywood wag, on hearing that Marion Davies was returning to Hollywood around Nov. 1st, said "that's great, for when she left and closed her house in Beverly Hills and the mansion at the beach, 1000 people were rendered homeless".

FORMER BROADWAYITES AT MOVietone CITY

Initial announcement of the personnel of Movietone City, the new plant for the reproduction of talking pictures which William Fox has just completed at Fox Hills in Hollywood with an investment of \$10,000,000, is given out by Winfield Sheehan.

Among the Easterners who have just been promoted to responsible positions on the supervising staff are Philip Klein, son of the noted playwright, Charles Klein; Kenneth Hawks, J. K. McGuinness, erstwhile New York columnist, and Luther Reed, one-time dramaist. Ben Jackson, former manager of several New York theatres, is production manager at Movietone City.

Those who have been elevated to prominence in pictures through sound films are Charles Judels, general stage director for the Shuberts for 5 years; Eugene Walter, "The Easiest Way"; Tom Barry and Hugh Herbert and Maude Fulton.

Others who will be concerned with Movietone production from the standpoint of direction and writing are Earle Lewis McGill; A. H. Van Buren, director; Arthur Caesar, playwright; Ben Holmes, writer and director; and Harlan Thompson, author.

Santell to N. Y.

Director Alfred Santell arrives in New York next week to select the Fifth Avenue site from which most of Vilma Banky's next picture is to be shot. The story is by James Gleason who has been working on it for the last three months at the Samuel Goldwyn studio.

Halperin's in Sound

The Halperin Brothers, producers for United Artists, are going in for the making of short reel talking pictures. Eddie Leonard has been signed to play in "The Heart of a Minstrel". The release has not as yet been set.

Barthelmess' Next

Richard Barthelmess has selected his next story for First National production and release. It will be "Weary River" by Courtney Riley Cooper. Frank Lloyd will direct.

Fox and Shakespeare

The Fox organization has movie-toned a classic by Shakespeare. It has been done in England and acted by the Welwyn Garden City Folk Players. "As You Like It" is the play selected.

STUDIO GOSSIP

Word reaching Hollywood brings the information that Rex Ingram and Cosmo Hamilton are going to make a series of pictures for release by a British concern. They will be done at the Ingram studio in Nice.

William Russel has been signed by Warners for an important part in "Madonna of Ave. A".

Speaking of Warners reminds us that the next picture this organization will do with Monte Blue starred, will be "No Defense". Robert Lloyd is working on the story. Lila Lee will have the feminine lead.

Pert Kelton, Ziegfeld stage favorite and daughter of a Hollywood hotel owner has been signed by Warner Brothers.

Rupert Julian, director, has been signed by M-G-M. His first production will be a mystery thriller.

Considerable mystery surrounds the identity of the actor who will play the role of "Satan" in First National's forthcoming mystery picture, "Seven Footprints to Satan", which Benjamin Christensen is to direct. The character in the novel by A. Merritt is described as a gigantic man with a Mongolian appearance. He is the central figure in the story which is located in the heart of New York City. Christensen, who directed "The Haunted House", the first mystery for First National, refuses to divulge the actor's identity.

Antonio Moreno, who is playing the male lead opposite Billie Dove in the star's current First National picture, "Adoration", is having difficulty with his make-up. As Prince Serge of Russia, he is a dapper uniformed dandy, and later, as a waiter in a Parisian cafe, he assumes a bedraggled appearance. According to production schedules, Tony must always be prepared to be ready for either characterization, which means that he never knows whether to wax his mustache when he reaches the studio or to let it flaunt famboyantly.

Carlotta King, who sang the lead in the New York production of "The Desert Song" has been signed by Warners for this same role in their picture-talking-singing version.

Carmel Meyers has been switched from "Bath Between" to "Badges" both Fox pictures. Charles Eaton, the 17 year old brother of Mary Eaton, stage player, is also in the cast.

William K. Howard has started work on "Street Fair" the Fox picture with Janet Gaynor starred. Rudolph Schildkraut and Charles Morton have important parts. Everything points to this one being good.

The next Buddy Rogers Paramount picture now in production will be "Someone to Love" and is being di-

CONSIDINE COMING WITH U. A. PROD. CREW

"Say It with Music", Irving Berlin's first film venture and Harry Richman's first talking-singing motion picture, will be put into production in a New York studio within three weeks. John W. Considine, Jr., United Artists Studio production head, will leave Hollywood in ten days for New York, bringing with him Alen Crosland, who will direct the film, and C. Gardner Sullivan, who is adapting Irving Berlin's original story. Also in the Considine party will be cameramen and a complete production staff.

Mr. Considine wired from Hollywood yesterday that his party will be followed east by another group that will include actors and actresses who are reversing the traditional procedure by going from Los Angeles to New York in order to appear in a film. Harry Richman, star of "Say It With Music," will continue to perform on the Broadway stage in "George White's Scandals" while he is appearing before the lens and the microphone, so recently wedded by an electric motor. George White, it is understood, will assist in production of the film by staging some dances.

Universal Foreign Pro.

Joseph Levigard, Universal director, is slated to go to Berlin next month for the purpose of making two pictures in Europe for Universal. It is likely he will take Mary Nolan as the lead for these pictures.

The two films will be "The House of Glass," from the play by Max Marcin, and "Fallen Angels," by Arthur Somers Roche.

Warners Signs Lee

Little David Lee, the child player of "The Singing Fool" has been signed to a long term contract by Warners.

acted by Richard Jones. Others signed for this picture are Jack Oakie, William Austin, James Kirkwood and Frank Reicher. Mary Brian will have the feminine lead. It is a story by Alice Duer Miller.

Everyone in Hollywood seems to be of the opinion that "our retiring" heavyweight champion, Gene Tunney will do a picture on his return from Europe and matrimony. It is to be done by one of the big companies from a story written around the life of this boxer.

Fred Warren, well-known character actor, is the latest addition to the cast of the forthcoming First National picture, "Ritzzy Rosie", which is now in its third week of production at the Burbank studios. Alice White and Jack Mulhall are co-featured in the production which Mervyn LeRoy is directing, and among important members of the cast are Thelma Todd, Doris Dawson, James Ford, Fred Kelsey, Benny Rubin and George Stone.

The eighth picture in the "Horace in Hollywood" series of one reel comedies starring Arthur Lake has been completed by Universal, according to an announcement from the studio.

Edward Luddy is directing with Gertrude Messenger appearing in the feminine lead.

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

FIVE CENTS

New York, Tuesday, October 2, 1928

OBSERVATIONS

Production

It looks as if New York and its studios is in for quite a bit of production this year. True all in sound, but nevertheless, pictures. And add to this, that almost all producers of sound shorts will make them in the East due to a lot of things. First and foremost is the desire of production heads to use as many stage players as possible in these shorts, and too, material for this type of production can be had here, much better and a great deal cheaper than in Hollywood, as the pictures demand dialogue writers, and Broadway has them in gobs, and the carfare does not run over a nickle or the phone call a dime.

The List

From present indications M-G-M will make over 75% of their short reel releases at the local Cosmopolitan plant. Paramount is contemplating at least four feature length pictures in addition to some 24 short pictures. Warner Brothers are transferring their entire short reel department to their Brooklyn studios. Universal is contemplating re-opening their Fort Lee studio for both features and short pictures in sound. Pathe and FBO are using the uptown studio of Sound Pictures, Inc., for all one and two reelers. Fox of course will continue their activities at the Fox-Case plant. Add to this amount quite a bit of independent product to be made in and about New York.

The Colony

Universal opened their first picture, containing dialogue at the Colony Sunday night and the gang that tried to get in at all of the three shows was sufficient to fill every theatre on Broadway. It was virtually impossible to get in, and once in, was equally as hard to get out after viewing either the first or second performance. The crowd was terrific. The picture "Lonesome" together with a surrounding program that included the first Universal Vaudeville Novelty, a short reel picture. Both will be reviewed later. Ben Bernie's Band also deserves a word of praise, for the excellence of their performance.

WILKERSON

OHIO EXHIBS SPEND \$500 MORE WEEKLY

Sound Films Add That Much to Overhead

NONE IN LORAIN

CLEVELAND—Exhibitors in this city have estimated that it costs them an additional \$500 each week and every week, for sound pictures in their houses.

So far there have been 28 installations in the Cleveland territory, five of them in Cleveland alone. The remainder of the 600 houses have adopted a policy of watchful waiting, resulting in film selling lagging behind this year about \$2,000,000.

(Continued on page 2)

BALABAN-KATZ GET P-F-L SWAP OFFER

Paramount Famous-Players Corporation is considering a swap of two shares of new common stock for one of the Balaban & Katz Corporation, of which Paramount owns about 65% of the common.

Balaban & Katz have outstanding \$6,605,150 of \$25 par common stock of the authorized issue of \$6,750,000 and \$2,851,300 of \$100 par 7% cumulative preferred of authorized issue of \$2,870,000.

Sapiro Ex-Partner

Frank Aranow and Harris Berlack have served notice that the partnership heretofore existing between them and Aaron Sapiro has been dissolved.

Sapiro will make his future headquarters at the Bank Shares Corporation on 42nd Street.

"OUR GANG" TOURS 12 LOEW HOUSES A DAY

Hal Roach's "Our Gang" Rascals started to create a record for personal appearance in New York and its environs, over the Loew Circuit.

Starting at the Sheridan Theatre at 1:30 P.M., the "Gang" in rapid order covered the Greeley, Lincoln, 83rd Street, 7th Avenue and Victoria before the end of the afternoon.

Beginning at 8:00 P.M. they covered the Canal, Delancey, Avenue "B", the Commodore and American.

This program will be repeated today and tomorrow at other Loew spots, if the "Gang" holds out.

ALL PATHE FEATURES IN DIALOGUE--BROWN PLAN

All of Pathe's features will be dialogued in the future, according to the announcement of Colvin W. Brown, executive Vice President.

The sound tests which were first made by Benjamin Glazer while he was at the studio were so satisfactory that work was at once begun in putting dialogue into pictures now in production. The sound recorders being used are the RCA Photophone.

Brown's visit to the studios was for the purpose of working out a general plan for next year's program. Recent additions to the Pathe production staff and stock

company indicate a marked increase in production activities within the near future.

Among the newcomers are Marion Nixon, Carol Lombard and Stanley Smith, all of whom have been placed under contract during the past few days.

They join William Boyd, Phyllis Haver, Alan Hale, Robert Armstrong, Eddie Quilan and Jeanette Loff. Of these all but Miss Haver are under new and recently signed contracts. Miss Haver's contract with Pathe lasts through the present season. Present indications are that it will be continued.

Film Receipts Sept. 29

Warners	
"Terror"	\$20,789.25
Winter Garden	
"Singing Fool"	42,933.75
Paramount	
"Beggars Life"	80,200.00
Rialto	
"Patriot"	25,400.00
Rivoli	
"Two Lovers"	32,500.00
Capitol	
"Excess Baggage"	69,650.45
Astor	
"White Shadows"	18,554.00
Central	
"Lilac Time"	14,513.25
Roxy	
"Plastered in Paris"	99,000.00
Gaiety	
"Air Circus"	10,040.00
Globe	
"Mother K. Best"	14,315.00
Criterion	
"Wings"	12,101.50
Cameo	
"Q Ships"	6,168.00

WM. J. LOCKE SIGNED

United Artists to get Novelist's First Original

William J. Locke, English novelist and author of "Stella Maris," "The Beloved Vagabond" and other well-known books, has signed a contract with United Artists Corporation to write for that company his first original screen story. He leaves for Hollywood Friday.

Warners to Build in Youngstown, O.

YOUNGSTOWN, O.—Warner Bros. will build a new theatre here starting construction in the Spring. The theatre will be a memorial of their youth, as Youngstown was the scene of their early life and activities. They now own and operate the Dome Theatre.

LASKY AND GAUMONT IN ACCORD ON SOUND

LONDON — The Gaumont British Picture Corporation, Ltd., in a statement to representatives of Exhibitors Daily Review pointed out that the Paramount-Pomerooy Sound System, which embraces the use of two negatives, is not the only one using this method.

The Petersen and Poulsen process, (Continued on page 2)

Agnew in Town

Frances Agnew, well-known scenarist, having completed a year's contract with Fox Film Corporation is in New York from Hollywood, to see the new plays and study requirements for future talking picture dialogue and scenario work.

Leviathan Arrivals

Sue Carol, Fox player, Eugene Castle, producer, and Richard Winger, of First National in Berlin, were in-coming passengers on the Leviathan yesterday.

LEGAL PRECEDENT SET IN 'U' 'JAZZ-MAD' SUIT

LOS ANGELES—What is said to establish a legal precedent in film circles occurred here last week when the Superior Court ordered Universal to screen a print of "Jazz Mad", Jean Horsholt starring picture, for the benefit of William James and D. K. Martin, who are alleging plagiarism in their suit against the producers of the picture.

The film was purchased from Sven Gade by Universal, who state that in all their contracts of this nature, they stipulate that the authors take all the responsibility, in the event plagiarism ever arises.

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Reg. U. S. Pat. Off.
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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone HEMPstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Paul Benjamin, right hand to President George Harvey of the A.M.P.A. is putting on a great show at the regular session. Thursday, the quadruple attraction being Tommy Meighan, Glen Tryon, Barbara Kent and Eddie Clark . . . Harry Reichenbach, running true to form, put "Lonesome" over in a big way, and among the many important personages who accepted Harry's invitation to the premiere were Carl Laemmle and Glen Tryon . . . Pat Garyn is planning a little celebration in the near future when his tenth wedding anniversary happens along, but keep it a secret as he doesn't want it known . . . Capt. Henry Bate—while we're speaking about this ten year stuff—yesterday celebrated the good fortune of Universal in securing his services ten years ago to date . . . Bruce Gallup, hale and hearty and all tanned up, is back from Florida and wishes someone would tell him of a bridge game where he could win enough money to buy a few acres of orange groves . . . Ray Rockett, who has been in Germany for many months, returned yesterday and was met at the dock by his brother Al and a party of First National big guns . . . Sammy Sax is back from the coast for quite a stay and is figuring on commuting between New York and Waterbury, Conn. where Gotham is building a big sound picture studio. George Harvey, advertising director of Pathe, is getting out probably the first daily house organ newspaper, and he calls it "The Rooster" because it is out early and always crowing . . . Harry Orniston, who formerly worked in Paul Gulick's publicity department, but has recently been conducting his own prosperous business at Palm Beach, was wiped out by the storm, and Universal immediately gave him an exploitation job at Dallas, Texas . . . Ted Jaedecker is now handling the art work for George Harvey's department at Pathe . . .

NETOCO CONTROLS EAST BOSTON ZONE

From the office of Samuel Pinanski, president of the New England Theatres Operating Corp., comes the announcement that Netoco has completed negotiations for the Day Square theatre in East Boston.

This deal clinches the East Boston territory for Netoco, since the Gem, the Central Square, and the palatial Netoco Seville now nearing completion previously came under the circuit's control.

Active operation of the Day Square by the Netoco management began yesterday.

Lasky and Gaumont in Accord on Sound

(Continued from page 1)

known as British Acoustic Films is also on two films, although it can be applied to one. It is the belief of Gaumont that this method is the only true solution of sound production by means of photography and that is to record the sound on a film separate to that bearing the photographic image.

When Jesse L. Lasky was in London recently, he was shown the Acoustic Film Process and expressed himself in accord with their methods.

Ohio Exhibs Spend \$500 More Weekly

(Continued from page 1)

In Lorain, Ohio, 40 miles from Cleveland, movie patrons are favoring the silent pictures, as a large percentage of the population is foreign, and the people do not want to be bothered with a language they are not familiar with.

U. S. Fire Prevention Week October 7-13

Fire Prevention Week has been set by the Hays organization for the week of October 7th to 13th, throughout the U. S. The same dates will be observed in Canada.

All film exchange managers are being notified to clean up their premises of all rubbish.

Reilly with U. A.

J. D. Reilly has been appointed sales manager of the Buffalo exchange of United Artists Corporation, it was announced yesterday by Al Lichtman, Vice-President and General Manager of Distribution. Reilly succeeds George Moeser.

Segal Arrest in Final N. J. Blue Law Test

Isidore Segal of Newark, who opened the Roselle Park Theatre last Sunday, for the third time, to test the New Jersey Blue Laws, was arrested on charges of operating a disorderly house and being an habitual offender.

The theatre operator is held in \$500 bail and his case will be made a test of the blue laws.

Haines in N. Y.

William Haines, whose latest vehicle, "Excess Baggage", is now playing a second week at the Capitol, will arrive in New York today.

English Monarchs Praise Phonofilm Program

LONDON — King George and Queen Mary witnessed a private demonstration of a talking-film performance given by Phonofilms through the British Talking Pictures, Ltd., at Balmoral Castle.

The Queen described the performance as "marvelous" and thought the noises of the Zoo animals, were wonderfully reproduced.

MOVIEGRAPHS, INC. NOW RUNS 55 ST. CINEMA

Joseph Fliesler, commenting on the Daily Review story yesterday concerning Michael Mindlin and the St. George Playhouse, states that Mindlin has not been connected with that theatre for several months, the house being managed by Sam Baron, under management of Alexander Kahn and J. R. Fliesler.

Fliesler has been managing director of the 55th Street Playhouse since Sept. 1, the house now being operated by Moviegraphs, Inc. The Chicago Playhouse, formerly of the Fifth Ave. Playhouse Group is soon to be given up, leaving only the Fifth Avenue Playhouse under Mindlin's management.

Film Producer Makes \$150,000 Restitution

CHICAGO—S. S. Millard, who had been accused of having made three pictures for the United States Health Film Company of Chicago after receiving an advance of \$25,000 and then later refused to give the company the original films, has been released by the authorities here upon promise to sign over all his rights to the 3 pictures and to make restitution. Relinquishment of his rights is said to have cost Millard nearly \$150,000.

Nane Change.

The International Talkie Film Corporation which was recently incorporated in Delaware, has been changed to the Talkie Film Corporation of America, New York.

Warners Pre-Release 2

Warner Brothers have set pre-release dates for two Vitaphone productions. One is "The Home-Towners" directed by Bryan Foy and featuring Richard Bennett and Doris Kenyon, which will begin on October 27th, and the other "Land of the Silver Fox" with Rin-Tin-Tin, on October 13th.

"U" Signs Rubin

Universal has signed Benny Rubin, popular west coast master of ceremonies and wise-cracker, to act in this capacity in a new Sound Novelty series soon to be announced. Rubin will combine his talents as master of ceremonies, gagster and comedian in the new series.

Trop with World Wide

The latest addition to the personnel of World Wide Pictures, Inc. is J. D. Trop who is now in the publicity department of the J. D. Williams organization. His experience in the industry covers a period of eleven years.

BARRIE'S "HALF HOUR" P-F-L ALL-TALKIE

James M. Barrie's play, "Half an Hour", will enter production as an all-dialogue picture on the Paramount West Coast sound stages during the next few days with a cast of stage trained players enacting the leading roles, Jesse L. Lasky announced yesterday.

Ruth Chatterton, H. B. Warner, Robert Edeson, Ethel Wales, Wilfrid Noy and Joyce Marie Coad, all noted for outstanding work on the stage and screen, head the group of players.

"Half an Hour" will be directed by William C. DeMille.

Olcott with Fox?

HOLLYWOOD—Sidney Olcott may join up with Fox Film Corporation to direct a series of pictures, possibly for all-talkies, if negotiations with Winfield R. Sheehan are completed.

Olcott recently returned from Europe.

Canadian Company Shooting in Hollywood

HOLLYWOOD—Sargeson V. Halstead and Director Louis W. Chau-det of the Thunder Bay Films, Ltd., of Canada, have arrived here to shoot interiors for their first production "Spirit of the Wilderness" which will be one of a series of 12 productions. Dorothy Dwan has the lead.

Kramer Books Two "U" Films in Hipp

Earl W. Kramer, New York sales manager for Universal, has just announced the completion of arrangements for showing two new Universal features in the New York Hippodrome. They are "Red Lips" and "The Night Bird," one to play in September and the other in October.

Fed. Trade Publishers Conference on Oct. 9

A trade practice conference is being called by the Federal Trade Commission for publishers, on October 9 at the Waldorf-Astoria. The purpose of the conference will be to draw up standard rules for the elimination of false and misleading advertisements.

We furnish
Wire and Local News
to Our Readers

That accounts for the steady
increase in circulation of

Exhibitors
DAILY REVIEW

Selling begins in November

Tel Bryant 8957
Cables "Bestfilms"



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New York, N. Y.

A New Feature Film Supply

"Photoplays made where the Story's laid."

"Imported"

We propose to import notable novelty features from all over the world and distribute them throughout the United States and Canada.

*We deal only in
completed pictures*

Our Company will be a Clearing House through which unusual photoplays from overseas countries will reach American theatres.

*You can see
before you buy*

You'll be surprised and delighted at our pictures. Europe is making amazing strides in production. A selection Committee of practical men familiar with American tastes will select the productions we will proffer.

*You can buy
one or all*

We will sell one or more at a time; that is, Exhibitors may select such pictures as they feel will be suitable for their needs.

*The pictures
will speak for
themselves*

Because a new source of supply of unusual and profitable pictures will add to the security and independence of Exhibitors and because we will open and stabilize American distribution for Overseas producers we feel that we are rendering the Motion Picture Industry of the World a much needed service which deserves the consideration and support of all its branches.

J. D. WILLIAMS
Executive Vice President

Joseph S. Skirboll
Sales Manager

Physical Distribution thru Educational Film Exchange

We maintain our own Sales and Exploitation Staffs

NOTE: The FOX Advertising Department has had to prepare this standing form to rush out details on the consistent successes of Fox pictures.

again another FOX picture breaks another house record

Street Angel
The River Pirate
Four Sons
Fazil
Win That Girl
Mother Knows Best
Plastered in Paris
Me, Gangster
The Air Circus
Mother Machree
Sunrise
Making The Grade
The Red Dance
Dry Martini

Movietone or
Silent Prints

MOTHER KNOWS BEST

BROKE EVERY 2 DAY RECORD AT

Palace Theatre, Montreal

Last Saturday and Sunday

**Beating by \$2,000 previous
week-end house record held by**

STREET ANGEL

FOX record-wrecker of all time

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off

VOL. 24 No. 78

New York, Wednesday, October 3, 1928

FIVE CENTS

OBSERVATIONS

Clearance

The question of how long one theatre should get protection over another will soon be answered in the government's anti-trust suit against the West Coast Theatres. The answer might not be conclusive and may be termed so that its interpretation will only be applicable to a situation like the West Coast Theatres, The Stanley Company in Philadelphia and Balaban & Katz in Chicago, but the effect will be far reaching and an answer that should have been arrived at a long time before this.

Justification

A big first run house is certainly justified in asking a reasonable protection on a neighborhood house in the same town and we think the length of the protection should be determined by the amount of admission charged in both theatres. For instance the first run charging a dollar, should be given a longer protection over the house charging ten cents than the one who has a twenty-five or a fifty cent admission. Also, the amount of film rental should be considered in this protection. In any instance we don't feel one theatre should be given as much as six month's clearance over the other one and it is our thought that no theatre should be protected in distant towns and counties. That is hardly fair.

Opinion

We have always been of the opinion that a sixty day protection in any case should be sufficient. Feeling that the patrons who would frequent a theatre playing pictures this old, and certainly at a greatly reduced admission price, would in no instance visit the big first run house only on rare occasions. Consequently anything after sixty days would not matter. The six months grant is too much.

WILKERSON

WARNERS TO PAY \$9,000,000 IN F & R DEAL--DICKER WITH BLANK

KENNEDY SIGNS FOR RCA IN ALL HOUSES

J. P. Kennedy's return from Europe this week closed a deal whereby the Radio Corporation of America yesterday signed contracts for installation of RCA Photophone in all theatres of Keith-Albee-Orpheum Circuit.

Report was received too late to obtain confirmation from officials of K-A-O. Installations throughout the chain will take about 4 months to complete.

KUNSKY GETS \$2,000,000 DETROIT FISHER LEASE

J. H. Kunsy has leased the new Fisher Theatre which has been erected in the \$30,000,000 Fisher Building in Detroit.

The theatre which seats 2,871 cost \$2,000,000 and it will be completely equipped with sound devices and opened late this month. The definite policy of the house will be first-run pictures, although some of the pictures will be run day and date with downtown Kunsy first-run houses.

"Submarine" for Capitol

When the Broadway run of 'Submarine' Columbia's smash hit at the Embassy Theatre is exhausted, the picture will be booked into the Capitol Theatre. The film is now in its second month at the Embassy.

Warners Forcing 5-Year Contracts with Franchisers

Warner Brothers are now in a position to dictate terms to all franchise holders in First National and is understood to be determined to accept only 5-year contracts with all theatre owners who want Vitaphone product this coming year.

The Warners are said to have profited by their experience in the past, when they neglected to go after contracts of such a term of years, this resulting in their having to secure their own theatre outlets to assure bookings against other talking competition.

DE FOREST PATENTS ALL SOLD TO G. T. P.

At a meeting of the directors of the DeForest Phonofilm Corporation yesterday the consent of the majority of the stock holders of the company was obtained in accepting the proffer of the General Talking Pictures Corporation for the entire assets of the DeForest Company.

All the patents, both granted and pending, of Dr Lee DeForest, are included in the assets of the DeForest company. Dr. DeForest developed his system of recording and reproducing under the trade name of Phonofilm, and beginning in 1923 about fifty theatres in the United

(Continued on page 2)

Old P-F-L Common Trading Ceases Oct. 15--Cutten Interests Boom Stock

1st National Holds

Defu Conference

Richard Weininger, prominent German banker and member of the firm of Von Lustig and Weininger, co-partners of First National in the formation of Defu Pictures, that company's German producing unit, and Ray Rockett, production manager of Defu, arrived in New York yesterday aboard the Leviathan.

The purpose of Mr. Weininger's visit is to discuss with First National officials plans for production of more German film. Mr. Weininger expects to remain in New York several weeks.

Trading in the Old Paramount Famous-Lasky common stock will cease on October 15th and all trading will swing over to the new stock which was authorized as the result of the 3 for 1 split-up.

The old common which has hit a high mark of 153 3/4 closed yesterday at 152 3/4, with only 100 shares traded in. A 3% dividend rate and a jump to about 70 for the new stock, which is now at 50 3/4, is expected by the end of December.

According to financial experts on the "street" one of the real reasons for the continued spurt of the common stock has been the entrance

(Continued on page 2)

Invading Two Publix Strongholds in the Mid-West

MINNEAPOLIS—Warner Brothers have about closed negotiations for the entire Finkelstein & Ruben Circuit of 150 houses in the Northwest territory. The partners are willing to dispose of their chain, it is understood, for the sum of \$9,000,000 which is the price offered Fox some months ago and turned down.

11 of the F & R houses in Minneapolis and St. Paul are on a partnership basis with Publix and it is not known at this time, how this situation and the booking agreements made with Fox, will be affected by the Warner purchase.

The only details that still have to be cleared up are some additional holdings in the chain and the cost

(Continued on page 2)

VOLF REPRODUCER TESTS AT FOX-CASE

Final tests are being made this week (Oct. 1-6) at the studios of the Fox Film Corp. in New York of the Volf Reproduter, a new sound projection for use in theatres, in conjunction with talking pictures, radio and speaking programs.

It is the product of Christian A. Volf, Jr., an engineer and acoustician who has specialized in sound devices, and it is being hailed by those who have heard it as a step forward in the art of sound reproduction.

OSWALD BROOKS PROD. MANAGER WITH REGAL

LONDON -- E. Oswald Brooks, formerly with Pathe, Mutual, Gaumont, has been appointed Production Manager of the Regal Film Company. Brooks has 15 years experience in the American film field.

The Board of Directors behind the new Regal company, is one of the strongest and most representative in the history of British pictures.

(Continued on page 2)

"Home-Towners" Arrives

A print of "The Home Towners" Vitaphone's first 100% all-talking feature comedy has been received at the New York offices of Warner Brothers. Richard Bennett and Doris Kenyon head the cast.

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

W. R. WILKERSON, Publisher and Editor

Abraham Bernstein, Managing Editor; Herman J. Schleier, Business Manager; Executive and Editorial Offices, 45 West 45th Street, New York. Telephone Bryant 6160. Address all communications to Executive Offices. Subscription Rates including postage paid, per year United States and Canada, \$10; Foreign, \$15; single copies, 5 cents. Remit by check, money order, currency or postage. Entered as second-class matter January 4, 1926, at the post office of New York, under the Act of March 3, 1879. Published and copyright by Exhibitors Review Publishing Corporation. Printed by Cline Printing Corporation, New York City.

Most of our New York City subscribers are furnished their papers by carriers, in order that they will get a more prompt service than that given by mail. Subscribers will oblige by notifying us about any lapse in service.

Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hempsstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Terry Ramsaye was so good in his speech to the Engineers Society at Lake Placid, that George Harvey is thinking of starring him in a Lyceum bureau or playing him a season on the Chautauqua Circuit. Jerry Beatty, member of the Board of Directors, showed up at the Motion Picture Club just one day late for the board meeting, and says he isn't emulating Mayor Walker either. William Reiter, assistant to Director Fejos, who will make "Broadway" for Universal, is rushing east to get a line on a lot of speakeasies, for scenes in the picture, before the Willenbrandt reform wave hits again and closes them all up. Abe Stern is due here from Los Angeles tomorrow to meet brother Julius who comes from Europe. Bruce Johnson, foreign manager of First National, will leave next week for the other side to stay until the Christmas Holidays are due here. Joe Shea, one of the high gun exploitation and publicity men, leaves Friday for the coast where he will be assistant to Bob Yost, in charge of Fox studio publicity. Ted Curtis, of Eastman Kodak, and incidentally one of the best golf players in the industry, has resigned and quit the picture business, and Artie Stebbins is grieving over the loss to the Motion picture Golf Team. Jesse Lasky, just here from the coast, is willing to spend a lot of time telling about what a great picture the exhibitors will find "Interference" when they get a peep at it in a couple of weeks. Eddie Cauter was Walter Wanger's luncheon guest yesterday at the Motion Picture Club, and he didn't even sing one song or cut any didoes during the visit. John Clarke, Paramount Divisional Sales Manager in the west, left yesterday on an extensive visit over his territory. J. D. Trop, who has been writing nice things about motion pictures for the past decade, has joined up with Bill Yearsley's publicity force over at World Wide Pictures.

Honky Tonk for "Soph"

J. L. Warner has announced that "Honky Tonk" will be the title of the first Vitaphone picture in which Sophie Tucker will star for Warner Bros. It will be an all-talking production, marking the screen debut of this noted comedienne whose popularity on the stage extends not only throughout the United States but throughout Europe.

Oswald Brooks Prod.

Manager with Regal

(Continued from page 1)

It includes E. & D. A. Abrahams, chain theatre operators; Charles Gulliver, vaudeville magnate; John Maxwell, Chairman of British International Pictures and Sam Berney, a director of Film Distributors, Ltd.

Their first of six productions to be made the first year, will be Van Druten's play "Young Woodley" to be produced by Thos. Bentley, starring Robin Irvine, at the Stoll Studios.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of Exhibitors DAILY REVIEW, published Daily except Sunday, at New York, N. Y., for Oct. 1, 1928.

STATE OF NEW YORK, ss.
COUNTY OF NEW YORK, ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared W. R. Wilkerson, who, having been duly sworn according to law, deposes and says that he is the owner of the Exhibitors DAILY REVIEW and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, W. R. Wilkerson, 45 West 45th St., New York, N. Y.; Editor, None; Managing Editor, Abraham Bernstein, 45 West 45th St., New York, N. Y.; Business Manager, Herman J. Schleier, 45 West 45th St., New York, N. Y.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) W. R. Wilkerson, 45 West 45th Street, New York, N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities: (If there are none, so state.) None.

4. That the two paragraphs, next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is 4,164. (This information is required from daily publications only.)

W. R. WILKERSON,

Owner

Sworn to and subscribed before me this First day of October, 1928.

HYMAN SCHLEIER,

Notary Public Bronx Co. No. 198.

Register's No. 2922B. Certificate

(Seal) filed in New York Co. No. 1471.

Register's No. 9033A.

(My commission expires Mar. 30, 1929)

Old P-F-L Common

Trading Ceases Oct. 15

(Continued from page 1)

into the market of a strong Chicago group, headed by Arthur Cutten, their buying attracting an immediate following. The original Du Pont rumor arose some months ago through the reports that they sought to divert some of Paramount's film business from Eastman to the du Pont Pathe Film Mfg. Co.

Earnings for the new Paramount shares this year are estimated at \$4.50 a share. At current levels the stock is selling at 11 times its earnings, against an average of 14½ times for 581 selected industrials. Next year Paramount is expected to earn \$6 a share, and people now sponsoring its market feel that it should sell at 15 times these earnings.

De Forest Patents

All Sold to G. T. P.

(Continued from page 1)

States and Canada made use of Phonofilm.

General Talking Pictures Corporation was organized about ten days ago by the Schlesinger interests of America, England and South Africa, for the purpose of acquiring the rights to Phonofilm. The company will license other companies to produce pictures under the Phonofilm system, manufacture and distribute projection apparatus, manufacture and install recording apparatus, as well as doing synchronizing of musical scores and sound effects to pictures produced by licensed companies.

Meighan at AMPA

Thomas Meighan will be the guest of honor at tomorrow's open meeting of the Associated Motion Picture Advertisers to be held at the Paramount Hotel. Charles E. McCarthy, Publicity chief of P-F-L will introduce Meighan. As an added attraction Walter Eberhardt will introduce Edward Clark, author of "Private Izzy Murphy."

League of Nations

Appeal by Federation

The International Cinema Federation instituted recently at the International Exhibitors' Congress in Berlin, will notify the League of Nations of its creation, and, at the same time, suggest that an International Chamber of the Motion Picture industry be instituted at the League of Nations so that no film problems would be discussed in the future without hearing the International Federation.

Warners to Pay

\$9,000,000 in F & R Deal

(Continued from page 1)

of installing sound producing devices. The F & R Circuit is one of the few large chains still left and is said to be in excellent financial shape.

Finkelstein and Ruben are understood to be willing to retire from the amusement field if they can realize a good return on their investment. Warner product at this time is well set, as far as bookings are concerned, in the F & R houses and this deal is to give Warners control of the theatres as well.

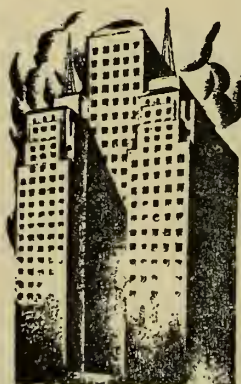
Both Finkelstein and Ruben, who were in New York have checked out of their hotel and gone West to hold a final meeting to clinch the deal.

Another group of theatres reported in the Warner bag at this time, is the A. H. Blank Circuit of 19 theatres, in Iowa and Illinois, in which Publix is a 50% owner.

The
Stanley
Way

A complete motion picture
advertising service

Stanley Advertising Co.
220 West 42nd St. New York
WISconsin 0610



NEW YORK'S NEWEST AND FINEST HOTEL

SMARTLY NEAR THE CENTER OF THINGS

Around the corner from New York's exclusive shopping district, readily accessible to leading theatres, and railroad terminals, yet in a neighborhood socially correct and away from the noise and turmoil of the business district. The Park Central enjoys a location distinctly unique in its advantages. Come to the Park Central, New York's newest and finest hotel, where you will find advantages heretofore unknown to American hoteliers — Radio outlets . . . Electric Refrigeration . . . Period Salons and Roof Patios for private social functions . . . swimming pool . . . Florentine Grille featuring the Park Central Grille Orchestra . . . other features equally unusual and desirable. Single rooms five dollars per day and up. Double rooms eight dollars per day and up.

THE PARK CENTRAL

FIFTY-FIFTH STREET AT 7th AVENUE

NEW YORK CITY

**THE MAGIC
Name of
VICTOR HUGO
Will pack them in!**

A Picture for Everybody
It should be shown in
every town where peo-
ple live who react to
courage, passion, love,
cruelty, injustice, and
virtue triumphant!
Gripping in drama—
daring in love scenes—
tear compelling in pa-
thos it plays upon the
emotions as few pic-
tures have done.

PAUL LENI'S

Remarkable Picturization of the Master Story-teller's most inspired work!

The MAN WHO LAUGHS

A Carl Laemmle Super Production

SCORE another winner for FOX

*Here's how the happiest, snappiest, scrappiest
of football pictures scored at the ROXY:*

P R E S S				P U B L I C			
1	0	0	%	1	0	0	%

You will welcome
"Win That Girl."

—N.Y. Telegram

A cleverly acted,
amusing comedy.

—N.Y. Times

Refreshingly different,
consistently enter-
taining.

—N.Y. Journal

Steadily
amusing.

—N.Y. Post

WIN THAT GIRL

with

**DAVID ROLLINS
SUE CAROL**

DAVID BUTLER Production

Give yourself a treat
with a sight of "Win
That Girl."

—Chicago Herald
Examiner

Should be a good box-
office bet.

—N.Y. Graphic

Immensely pleasing
and refreshing.

—N.Y. Telegraph

Lively comedy.

—Chicago American

**Smart showmen are
teaming up with**

FOX

DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 79

New York, Thursday, October 4, 1928

FIVE CENTS

OBSERVATIONS

"4 Devils"

Last night, as "4 Devils" unfolded during its premiere at the Gaiety Theatre, the notion bore down on us that it is one of the best photographed and acted pictures we have seen in some time. The production must have cost William Fox plenty of money, for production is written all over it.

The Story

While its locale is vastly different than that of "Sunrise", "4 Devils" from the same director, may well be compared with it, for in story it is the same tale of a sweet pure girl and boy whose lives are turned upside down by the sudden appearance of a scarlet lady. The one great weakness of the picture is its story.

Color

There is a great deal of color to "4 Devils", set as it is against a circus background, especially the opening sequences, showing how the then unknown quartet of acrobats came into being, and the heartbreaks of their childhood. Yet, even with its thorough attention to detail and exquisite camera work, one cannot lose sight of the fact that the picture is slow moving and long drawn out. Probably careful cutting will eliminate a lot of this.

Murnau

It is amazing that a director of Murnau's supposed genius could not show more originality, not only in the choosing of his themes but in its handling. He establishes his characters and then seems to let them shift for themselves while he concentrates on the technical end of the production.

Credits

Credits must go to the technical staff, the photographer, to Janet Gaynor, J. Farrell McDonald and a newcomer, one Charles Morton. However, Miss Mary Duncan, a much talked of acquisition to the films, photographed exceptionally well, but some of her antics last evening, which she may or may not have been called upon to perform were ludicrous.

We liked "4 Devils" but nevertheless we feel that Mr. Fox has always had very good luck with domestic directors.

WILKERSON

Yamins Forces Arbitration Meeting at Hays Office

Government Seizes West Coast Files in New Conspiracy Suit

Full Standard Contract Committee Meets Today at Noon

RAPEE DENIES FOX "ANGELA MIA" RIFT

Erno Rapee, conductor at the Roxy, and co-author with Lew Pollack of "Angela Mia", theme song of "Street Angel" yesterday denied that there was any unpleasant relationship between Fox and himself. Rapee has written three theme songs for "4 Devils" which opened last night.

Rumors arose some weeks ago that because of interference on the part of the Society of Authors and Composers, a performance of "Street Angel" was held up in France, due (Continued on page 4)

BIG SECRET PHOTOTONE DEAL WITH GERMANY

By SAM HARRIS
"Today's Cinema"

LONDON — Clayton Hutton, who has just returned from Germany has completed a secret deal with the Deutsches Ton-Bild Syndikat, on behalf of British Phototone, which will be the biggest thing that has been done in this industry for 20 years.

Hutton would only divulge that the deal involves something beyond the pictures, that is, in addition to pictures.

By Special Staff Correspondent
LOS ANGELES, Calif.—There is going to be a lot of fur flying when the government gets representatives of West Coast Theatres in court, relative to the clearance on pictures asked and received last year. The testimony of several of the local exchange representatives of the large producing organizations, will cause quite a stir. It is known that six representatives of the Federal government have been operating in and around Los Angeles for the past year, without the knowledge of the local Fed- (Continued on page 4)

"4 Devils" Premiere

Murnau's second Fox classic, "4 Devils" opened last night at the Gaiety Theatre at a \$5 top. Tickets were at a premium and the crowds tied up Broadway as early as 7 o'clock.

Jack Conway Variety

Veteran Passes On

Jack Conway, on the Editorial staff of Variety for 14 years, died of heart disease Tuesday night in Bermuda, where he had gone on his vacation. Conway was 42 years old and was one of the best liked men in the trade paper and amusement fields.

Conway was a free-lance title writer for a time, and had a Paramount contract several years ago out in Hollywood.

BUNK ! BUNK ! BUNK !

There is a lot of silly talk going the rounds of Broadway, regarding the possible pooling of the theatre interests of Publix, Loew, Fox and Warners, and further allocating certain zones throughout the country, for the exclusive exhibition use of each member of the pool. In other words Loew to operate in the East, Fox in the West, Publix in Mid-West and South and Warner in the Mid-East and North. That's all bunk.

Can't and Won't

In the first place, such an ar-

rangement, cannot and will not be consummated. Five minutes after the start of such a pool, the government would step in and break it up. In the second place, William Fox is playing the game of theatre buying, exhibition and producing ALONE. Always has and always will. In the third place, no sane man would ever give ten minutes contribution to such an arrangement. And altogether, it is a lot of wild talk by people who do not know what they are saying.

The showdown demanded by exhibitor members of the Committee which drew up the new Standard Exhibition Contract last year in Chicago, on some "unfinished business" will take place today at the meeting called in the Hays office at 12 o'clock.

This meeting will be attended by Will Hays, C. C. Pettijohn, Gabriel Hess, R. F. Woodhull, Chairman of the Committee, Berinstein of California, Nathan Yamins of Fall River, Biechle of Kansas, R. H. Cochrane, Ned E. Depinet and others.

The "unfinished business" refers to a plan to finance exhibitor organization, provide for uniform arbitration and other protective measures for exhibitors, in which a suggestion was made in Chicago last year that there be added to film contracts, 1% of the rental for the financing of arbitration.

Nathan Yamins, as a member of the committee, corresponded with R. F. Woodhull several weeks ago, reminding him that a pledge made at Chicago last year provided that if nothing was accomplished in the way of some plan to accomplish the objects sought by the exhibitors, another meeting of the contract committee was to be held in June of this year, and that because of that pledge, exhibitor members of the committee withdrew their objections to certain of the clauses in the new uniform contract.

This meeting was held and a further conference agreed upon is being held today. The exhibitor group (Continued on page 4)

Berkowitz Gotham S. M.

J. Samuel Berkowitz has been made General Sales Manager of Gotham Productions and of Gotham Bristolphone Corporation. Mike Simmons, Gotham publicity chief left for Waterbury last night for a short conference with Bristolphone officials.

Whitbeck Replaces

Lazarus at Wesco

Frank Whitbeck, who has been in charge of publicity and advertising in the San Francisco West Coast Theatres, has been promoted to the post of advertising and publicity for the entire West Coast Theatre circuit, with headquarters in Los Angeles. He steps into the post left vacant by Jeff Lazarus.

COLUMBIA SO

Electrical Research Products
INC.
SUBSIDIARY OF
Western Electric Company
INCORPORATED

1195 BROADWAY
NEW YORK

September 27, 1928.

J. E. OTTERSON
PRESIDENT

MR. JOSEPH BRANDT, President,
Columbia Pictures Corporation,
1600 Broadway,
New York, N. Y.

My dear Mr. Brandt:

I wish to express to you our pleasure in having
Columbia Pictures Corporation join the other well-known
producers licensed by us to use the Western Electric system
of talking motion pictures.

We are placing at your disposal our technical
experience and manufacturing facilities and welcome the op-
portunity to be of service to you.

Very truly yours,

J. E. Ottersson
President.

"SUBMARINE"

- NOW PLAYING TO CAPACITY AT EMBASSY
THEATRE, N.Y. AT \$2 TOP

Will be available in either silent or sound version . .

UND PICTURES

COLUMBIA has always given you *sound values* in its silent productions.

You'll get even greater values in **COLUMBIA SOUND PICTURES**.

Our choice of the Western Electric recording and reproducing system (the same as that now being used by Vitaphone and Movietone) is a guarantee of sound quality in **COLUMBIA SOUND PICTURES**.

Through our foresight in providing *sound* box-office vehicles for our "Perfect 36," we now possess a number of outstanding stage plays and stories which are admirably suited for reproduction as sound pictures. Among the plays that we are now carefully considering for this purpose are "The Donovan Affair," by Owen Davis; "The Younger Generation," from the play "It Is to Laugh," by Fannie Hurst; "The Fall of Eve," by John Emerson and Anita Loos; "Redemption," by Count Leo Tolstoy. ¶ Among the stories on the current season's program available for production as sound pictures are "Acquitted," by Mary Roberts Rinehart, and "Trial Marriage," the *Saturday Evening Post* serial story by Elizabeth Alexander.

Theatre-owners can rest assured that when **COLUMBIA** finally decides to put a vehicle into production as a sound picture, it will have all the necessary values and qualities to make it a superlative box-office attraction.

**SOUND STORIES + SOUND VALUES
= COLUMBIA SOUND PICTURES**



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Published Daily Except Sunday

W. R. WILKERSON, Publisher and Editor

Abraham Bernstein, Managing Editor; Herman J. Schieler, Business Manager; Executive and Editorial Offices, 45 West 45th Street, New York. Telephone Bryant 6160. Address all communications to Executive Offices. Subscription Rates including postage paid, per year United States and Canada, \$10; Foreign, \$15; single copies, 5 cents. Remit by check, money order, currency or postage. Entered as second-class matter January 4, 1926, at the post office of New York, under the Act of March 3, 1879. Published and copyright by Exhibitors Review Publishing Corporation. Printed by Cline Printing Corporation, New York City.

Most of our New York City subscribers are furnished their papers by carriers, in order that they will get a more prompt service than that given by mail. Subscribers will oblige by notifying us about any lapse in service.

Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemet 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York:—Sime Silverman received a cable from Bermuda yesterday announcing the death of Jack Conway, of the Variety staff, who had gone south some time ago for his health . . .

Joe O'Sullivan, of Pathe advertising staff, returned yesterday from Europe where he went six weeks ago to hear his wife sing in Grand Opera, and he opines she sings right well . . . Paul Fejos, who directed "Lonesome" and others for Universal, is hustling to New York by aeroplane to begin work on "Broadway" which is his next big one for the same company . . .

Arthur Hornblow, one of the heavyweight picture men from the west coast is in New York for a couple of weeks, on business and a little recreation combined . . . Ray Rockett, just back from a long stay in Germany, says it took four years there to make a good book for James W. Gerard, but he could write fully as big a one about two years there . . . Vivian Moses, who has been spending a month in New York, leaves the big town flat today and starts back to the Paramount studios—and Vivian crossed us up because this column started him back a week ago . . .

Joe Shea, who recently severed his connection with Pathe, takes his departure for the coast tomorrow—destination being the Fox studios where he will assist the publicity chief, Bob Yost . . . Abe Blank is in New York and like every other circuit owner who comes here, is said to be negotiating a deal to sell to Warner Bros. and maybe he will . . . Meyer Schine, bulkier than ever, arrived in New York yesterday from up the state, and announced to friends that he would welcome any advice that would tend to trim down the embonpoint . . . Roger Ferri, who disappeared into the Fox igloo on Tenth Avenue several years ago, has emerged by being made an assistant to Jimmy Grainger . . . King Vidor arrived in the city yesterday to make tests of colored talent and one white actor for Metro's "Hallelujah"

LAEMMLE ASSIGNS RUGGLES TO 'SHANNONS OF BROADWAY' PLUM

Gleasons to Be Starred in Same Stage Roles

By JOE BLAIR
Hollywood Correspondent

The question of who is going to direct "The Shannons of Broadway" adapted from the stage play by James Gleason, was settled before Carl Laemmle left for New York to attend the opening of "Lonesome". This directorial plum has been given to Wesley Ruggles, on the strength of his marvelous work in his last picture "Port of Dreams".

Ruggles, for some reason or other has been known around the Universal lot as a comedy director. And once any studio gets set on a director in a certain type of work, it is hard to get them away from that line of thought. Ruggles came to Universal over two years ago to direct the first series of "Colleagues" and since that time has been doing light feature comedies until, after a lengthy battle, he was given "Port of Dreams". When this picture is released Ruggles will be put up around the top rung by most of our best students of pictures.

Paul Scofield, in collaboration with Gleason and his wife, did the continuity on "Shannons" and Mr. and Mrs. Gleason will be starred in the same parts they portrayed in the New York presentation of this play.

Yamins Forces Arbitration Meeting at Hays Office

(Continued from page 1)
through Berinstein has submitted a plan which can form the basis of a satisfactory arrangement, but according to Yamins, the Distributor group has offered nothing so far.

Distributors who will attend today's meeting assert that the committee will try to work out something that will be satisfactory to both sides, on the arbitration clauses being disputed.

Government Seizes

West Coast Files

(Continued from page 1)
eral office and representatives. They have been working out of a down town office building and are said to have received such astounding information that they were prompted to confiscate the files in the offices of West Coast Theatres and five of the leading exchanges and what they found will cause a great stir when presented as testimony in court.

It has been determined that the case will be tried and prosecuted on the evidence accumulated regarding the tactics adopted by West Coast last year and the clearance asked for recently will have no part in this trial.

Al Santell, eminent director of good pictures, is due to arrive in New York the latter part of this week . . .

Things We Do

Not Believe

From JETTA GOUDAL

"I have never made unnecessary or impossible demands during my picture career and the only words I speak while working on the set are the lines I have to recite and the orders I must give my wardrobe maid. Clothes are my stock in trade and for this reason alone I will not go on with a picture until I am satisfied that I am looking my best."

"One Stolen Night"

Finished at Warners

Another Vitaphone picture was finished at the Warner Studio this week when Scott R. Dunlap completed the direction of "One Stolen Night". Betty Bronson is co-featured with William Collier, Jr.

Jay Velie with Vita

Jay Velie, Broadway musical comedy player, has been signed to appear in a number of Vitaphone productions.

Rapee Denies Fox

"Angela Mia" Rift

(Continued from page 1)
to the non-payment of license fees for the use of the music and the showing only went on when the Fox Company was forced to pay for the right to use music one of its own men wrote.

The Fox home office, it is understood has determined that theme songs written by its staff for its own pictures will hereafter be published by themselves, although Rapee maintains that all his future songs will go through De Sylva, Brown and Henderson.

17 K-A-O Changes in Split-Week Openings

Beginning Sunday, October 7th, Keith-Albee-Orpheum houses will shift the opening dates of their split-week policy from Monday to Sunday. Former policy covered Monday and Thursday changes, whereas now changes will occur on Sundays and Thursdays.

The split-week houses are the Jefferson, Coliseum, Regent, Hamilton, Fordham, Franklin, Royal, Chester, Madison, Orpheum, Kenmore, Tilyou, Prospect, Bushwick, Greenpoint, Proctor's 86th and 125th.

The full-week houses remain the same. These include the Palace, Hippodrome, Riverside, 81st Street, Broadway, Albee and Proctor's Palace, Newark.

Fitzmaurice Returns

George Fitzmaurice and his company who have been in the Hawaiian Islands making scenes for First National's "Changeling" returned to San Francisco yesterday. The company which includes Milton Sills and Dorothy Mackaill, has been gone six weeks.

COLUMBIA TO SELL FOOTBALL SERIES

"Chick" Meehan, New York University football coach has made a series of one-reel "demonstration" pictures, which depict the famous shifts, forward passes and line plunges, that have gained victory for some of the most famous elevens in the country.

Meehan has made arrangements with the Columbia Pictures Corporation for the distribution of his novelty reels.

Brooks Finished

Louise Brooks has finished her contract at Paramount and this organization will not renew it. Miss Brooks is in New York and will leave shortly for Germany to do one or two pictures for the UFA company.

Educational Busy

Production activity at the Educational Studios has continued while Jack White, director-in-chief and E. H. Allen, general manager of the studios, have been in New York City in conference with E. W. Hammons, president of Educational Film Exchanges, Inc. Lupino Lane and "Big Boy" have been engaged in completing final camera work on their newest releases.

At the same time several other new pictures, including subjects in the Mermaid, Cameo and other series, have been in the cutting room. While this has been in progress, finishing touches have been put on new stories for pictures in practically every series being produced at the Educational plant.

John Thomas Here

John Thomas, author of "Dry Martini," the best selling novel of American expatriates in Paris, which Fox Film Corporation has completed in picture form, has just arrived in this city from the French capital. He is at work on a new novel.

Sloman Shooting Soon

Edward Sloman, Universal director, is to direct "The Play Goes On" as his next for that organization. Charles Kenyon did the script.

Theatre Classics

The Theatre Classics Corporation, a new company which will engage in the opera and picture business has been formed with \$100,000 in preferred stock and 2,000 shares of common.

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DAILY REVIEW

EXHIBITORS

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Reg. U. S. Pat. On

VOL. 24 No. 80

New York, Friday, October 5, 1928

FIVE CENTS

OBSERVATIONS

"Marching On"

On the same program with "4 Devils" Fox has a short reel movietone titled "Marching On". Chic Sales has the lead in a sort of characterization that is somewhat familiar to vaudeville patrons who have followed the career of this marvelous artist. It is the best thing in talking pictures, long or shorts, we have seen. It has everything that most talking pictures have not demonstrated to date. It has production, photography, story, fine spoken titles and a continuity of action that would do honor even to the highly artistic silent drama. In other words, if this production would have been made as a short reel silent drama, it could not have been made any better. Fox seemingly has found a means of overcoming many defects, heretofore demonstrated in the all-talkies. If you are equipped for sound, get this subject. It will not only please during its run, but it will add new patrons for talking pictures.

Presentations

Are the expensive presentations going to be shoved aside in favor of the less expensive talking pictures? We think so. The first move in this direction comes from Atlanta in the announcement that Publix is discontinuing their presentations in the Howard, being replaced by talking shorts. What has been done in Atlanta will probably be followed in other houses very soon. Presentations are very expensive and there is no comparison between the best presentation than a short reel talkie such as "Marching On".

"Con"

Broadway and pictures have lost one of its most beloved characters in the sudden death of Jack Conway. Writing under the name of "Con" he had been on VARIETY for 14 years. His fame had become world wide. Using his own expression, Jack "Clicked". Last year, after titling two pictures for Paramount in the East, he went to the coast for them. Later he titled several pictures for FBO. Returning to New York last Spring and his best loved VARIETY. Talking to him several days ago he told us he was going to return to the coast very soon. All of us will miss Jack.

WILKERSON

RCA DICKERS FOR BROADWAY PLAYS

It looks as if RCA is to get some kind of a break for their recording equipment if plans they have proposed to several of the better Broadway stage producers goes through.

For some reason or other, RCA have sort of been shut out of the picture in so far as lining up major production for their recording devices. Western Electric, a half brother by marriage through the A.T.T. & Co., have gobbed all the big bets on long term contracts, and with the exception of Pathe and FBO, are left holding the bag. The reasons seem to be many, but the one and foremost is that Western Electric outstepped them in that they employed several picture showmen to go out after the business, while RCA expected to accomplish these things by sitting behind the desks in the RCA office and not having a

(Continued on page 2)

Small-Strausberg Acquire Popula Chain

The Popula Theatres in Brooklyn have merged with the Small-Strausberg Circuit and the S-S Queen's Theatres. The deal was closed this week but neither side would talk.

LYNG MADE V.P. OF ERP WESTERN ELECTRIC CO.

J. J. Lyng, apparatus development engineer of the Bell Telephone Laboratories, has been made vice-president of Electrical Research Products, in charge of engineering and technical development, according to an announcement made today by the Western Electric Company. Mr. Lyng, who is widely known as an eminent telephone engineer, assumed his new duties on October 1st.

In his work at the Bell Laboratories, Mr. Lyng has directed a staff of nearly 700 technicians engaged in the development of electrical communication equipment and the perfection of sound pictures.

K-A-O Warner Purchase Nears Completion

The Keith-Albee-Orpheum Circuit is still being dickered for by Warner Brothers, according to the financial experts of several dailies yesterday, who explained that revival of activity in K-A-O shares yesterday, which resulted in a gain of 4½ points, was based on authentic reports that negotiations for the acquisition of Keith-Albee-Orpheum by Warner Brothers was nearing completion.

PHOTOPHONE TO START INSTALLATIONS SOON

RCA Photophone has begun to appoint special sales representatives in key centers of the U. S. for the purpose of beginning the installation of Photophone equipment in theatres.

In Dallas, Texas, a Mr. Snyder has arrived to take charge, but he has not received final instructions as to securing orders for equipment, or as to probable dates of delivery. He states that these matters will be taken care of shortly.

N. J. EXHIBITORS PAID \$230,000 PROTECTION

Joseph E. Bernstein, who is appearing before the Case Legislative Committee in Trenton, on an inquiry, being conducted into alleged graft which motion picture theatres have had to contribute to in order to keep open Sundays, yesterday admitted that the theatre owners and managers in the last few years had contributed a fund of \$230,000 which he had collected.

He stated that the funds were all deposited in a special account and were endorsed to himself.

TNT March 2nd

March 2nd is the date which has been selected by AMPA for their next TNT Hollywood Masque Ball in New York, at the Hotel Astor.

Lightman to Discuss Talkies at Toronto M.P.T.O.A. Meeting

Morning Telegraph Sold

The Morning Telegraph has changed hands, it is understood, the new owners reported being headed by a Mr. Moore. The purchasers have formed a new corporation in Delaware, with 50,000 shares of common stock.

"Pete" Woodhull who returned from Toronto yesterday, where the M.P.T.O.A. convention will be held shortly, expressed himself as more than pleased with the progress made by the Canadian exhibitor committee in lining up entertainers for the convention delegates.

(Continued on page 2)

CONTRACT CONFAB TO RESUME AT 10 A.M.

Woodhull and Cochrane Without Votes As Chairmen

The meeting of the Standard Exhibition Contract Committee which was attended in full yesterday at the Hays office, was a short one, lasting until 1 o'clock when the World Series ball-game broke up deliberations.

The meeting has been adjourned until 10 A. M. this morning. R. H. Cochrane of Universal and R. F. Woodhull, who sat on the committee meetings in Chicago last year, and who attended the meeting yesterday, are understood to be without a vote in the committee, merely acting as alternating chairmen.

MINN. ARBITRATION SETS PRECEDENT

MINNEAPOLIS—Educational Exchanges, Inc., was involved in an unusual Arbitration Award here, in the first meeting of the Arbitration Board since the differences between the theatre owners and the arbitration board were ironed out.

The precedent handed down was decided in a case brought by Educational against H. A. Brummond, former owner of the Princess Theatres, Thief River Falls, Minn.

Educational had voluntarily cancelled a Kinograms contract because of inability to deliver a seven-days-old news, and the exhibitor retaliated by cancelling out an unfinished comedy contract.

W. A. Steffes presented the exhibitor's case, claiming equity, and argued that the exhibitor should be granted the right to terminate another contract held with the same company which had cancelled out a contract on the showman.

The Board ruled in favor of the exhibitor.

TRENDLE-KUNSKY WIRE NO "WARNER SALE" YET

George W. Trendle, general manager of the Kunsky houses in Detroit, in a wire to this publication today, emphatically denied the story printed in this and other papers that the Kunsky circuit had been sold to Warner Brothers or anyone else. Mr. Trendle stated that the publication of such a yarn had proven very damaging to the Kunsky chain in "negotiations now in progress in other matters."

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemet 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York—Charlie McCarthy, of Paramount, introduced Tommy Meighan at yesterday's session of the A.M.P.A. and inasmuch as McCarthy hadn't been there for more than a year, Meighan thought he should do the introducing . . . Bert Adler was another long time absentee to show up at the A.M.P.A. and someone remarked that they had to make him treasurer of the T.N.T. dinner fund to get him to come . . . Julius Stern arrives from Europe on the Berengaria and he will be met at the dock by Abe Stern et al . . . Milton Cohen says he can't see why he should fight his way through a crowd, so he sat down in front of a radio yesterday and got all the ball game in comfort and made mind bets with himself on each inning . . . Billy Brandt is injecting a great deal of mystery in his big stag smoker at the Motion Picture Club on Oct. 11, and won't tell anyone what is likely to happen but promises a lot of surprises . . . Ralph Williams, of Universal's southern sales force, who has been here for a couple of weeks, expects to return to Atlanta tomorrow . . . Al Feinman proved himself a Cicero in introducing Glen Tryon to the A.M.P.A. members yesterday, but the inside tip is that Dick Anderson got stuck for the taxi bill . . . Myron Josephs was here from New Haven yesterday spending the day with Ted Schlanger, of Universal, and doping out some big theatre deal . . . Charles Wilcox, brother of the wider known Herbert Wilcox, arrives in New York today from England with a couple of pictures built for the American market . . . P. A. Parsons, always a gallant, proposed that the A.M.P.A. send Delight Evans a congratulatory message on the occasion of her becoming editor of Screenland Magazine, and it was sent . . . George Blair, who formerly came to New York frequently, arrived in New York yesterday on one of his now rare visits, and will return to Rochester tonight . . . George Harvey was a happy president yesterday over the fact that more than 100 members turned out for the regular weekly session . . .

NAT. STUDIOS HAS 5 COS. IN COMBINE

The National Studios, Inc., has begun to function actively, since the amalgamation of several film supply companies, including the Excelsior Illustrating Co., the National Photographers, Inc., the Animated Products Corporation, the Manhattan Slide & Film Corporation and the Standard Slide Corporation.

The officers of the new corporation are B. J. Knoppleman, Pres., I. A. Rosenberg, V.P., Murray Robinson, V.P., Jack Knoppleman, Sec'y and Nat Cherin, Treasurer.

In a formal statement, Knoppleman points out that a tremendous overhead has been eliminated and through the pooling of resources, a complete motion picture service in slides, displays and photography in all its branches will be rendered.

Lightman to Discuss Talkies at Toronto Meeting

(Continued from page 1)

He made a flail survey of the situation and predicts that the Toronto meeting will eclipse all previous efforts.

Additional speakers will include M. A. Lightman, Pres. of the Arkansas M.P.T.O. who will talk on "Main Street and Talking Pictures," and a representative of the big electrical companies now manufacturing talking pictures.

George Harvey, Pres. of the A.M.P.A. has been selected as a delegate of the advertising and publicity men to the convention.

RCA Dickers for

Broadway Plays

(Continued from page 1)

picture man in the organization.

Recently some one suggested they go out and tie up some of the big legitimate producers, offering finances to make pictures of their stage successes and further, guaranteeing them a release.

It is understood the release is a triangular affair of Educational-Earl Hammons-J. D. Williams. Most producers approached have listened attentively and are now looking for the money. None have definitely seen this mazuma yet.

Waxman Appeal

The law suit of A. P. Waxman, Warner publicist, and Channing Pollock, Edgar and Arch Selwyn, which the former lost and was ordered to pay costs, came up in the U. S. Supreme Court in Washington on Monday.

Attorneys for both sides filed petitions for writs of certiorari to appeal the decision to the Second Circuit Court of Appeals.

Brice on Vitaphone

WOR Radio Hour

Fannie Brice will be the guest artiste for Warner Bros. next Vitaphone Jubilee Hour Monday evening, October 8, at 9:30 over Station WOR and the entire Columbia Chain.

At that time Miss Brice will sing several of the song numbers featured by her in her first Vitaphone picture, "My Man" which she recently completed at the Warner studio.

B'KLYN MARK-STRAND NOVEL TALKIE STUNT

Managing Director Harry C. McDonald of the Brooklyn Mark Strand has assembled the first Harold Lloyd feature with a talking sequence. As an added attraction the Brooklyn Strand is playing Harold Lloyd in "The Freshman" the climax of which is a football game in which Harold Lloyd as Speedy wins the big game for his college with a touchdown in the last minute of play.

Into this football action Mr. McDonald has inserted a talking sequence from the current Fox Movie-tone News. The talking sequence shows Rockne of Notre Dame, Roper of Princeton and Yost of Michigan instructing their squads in how to throw passes, etc.

"Buster Brown" Booked

over Fox Circuit

The William Fox circuit of theatres in greater New York have booked the "Buster Brown" Universal series of single reel comedies, to fill the silent spots in their programs. What with the excellent brand of short reel movietone subjects made by Fox, the booking of a silent single reel in these houses is quite an honor for the Universal sales force.

HOPKINS CONE DEVICE

TO IMPROVE TALKIES

Titanifrone, a new device invented by Marcus C. Hopkins, which is expected to improve the art of the talking motion picture has been demonstrated at the Eltinge Theatre to a number of electrical and talking picture engineers.

The new principle discards the horn principle in sound reproduction and substitutes the cone principle, which will give Movietone and Vitaphone a quality of reality and beauty, according to the inventor.

Hanaphone in Mich.

DETROIT.—The Hanaphone Corporation of Michigan has been organized, with Dave Mundstuk as president, to distribute Hanaphone talking picture equipment to Michigan exhibitors.

Mundstuk will also have a series of single reels for exhibitors installing Hanaphone, and later on a series of talking and sound features.

Circuits Book Serial

The serial "Vultures of the Sea" is getting quite a play by the larger circuits around New York. It has been booked by Loew's, A. H. Schwartz Enterprises, Consolidated Mayer and Schneider and the Morris Kutinsky circuit in New Jersey. It is a Mascot serial produced by Nat Levine and released in New York by Biltmore pictures.

Coast Producers Here

C. C. Burr, Charles Rogers and Sam Sax, Hollywood producers are all in town and stopping at the Park Central Hotel.

MEIGHAN IN TRIBUTE TO JUDICIOUS PUBLICITY

Thomas Meighan, who was a guest of the AMPA yesterday paid tribute to the publicity men by stating that it was his sincere opinion that at least 50% of his success on the stage and screen was due to judicious publicity.

Other guests of the Association were Glenn Tryon, Barbara Kent, stars of "Lonesome" and Edward Clark, author, producer, actor, etc. of the play "Relations".

'COQUETTE' PRE-RELEASE SET FOR APRIL FIRST

"Coquette", Mary Pickford's first all-talking picture for United Artists, will be pre-released simultaneously in New York, Chicago, Los Angeles and Boston on Easter Monday, April 1, 1929, probably at advanced prices. Definite contractual arrangements with the producer of the stage play determined the pre-release cities.

National release of "Coquette" to all theatres will be set for early next fall, and at that time both sound and silent versions, which Sam Taylor is making separately, will be distributed. Production starts October 15th.

New Aurora Studios

DENVER.—A motion picture studio in Aurora, Colorado, may be established by Sid Newman, cameraman, who intends to take over the old studio and plant of the True Features Corporation at East Colfax and Emporia Street and convert it into a modern plant. Comedies and a newsreel will be first produced.

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By ARTHUR JAMES
in Motion Pictures Today

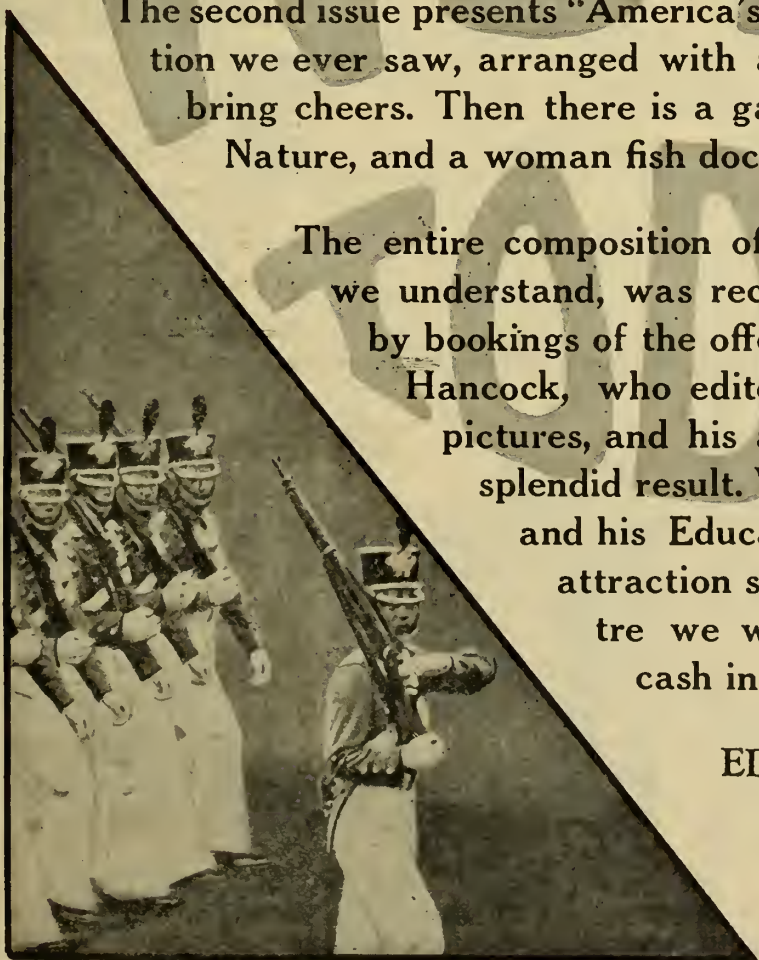
A brand new and a refreshing series has come to our eye in Educational's new magazine reel "Our World Today." We have been privileged to see the first two of the issues, and in thrill, human appeal and fine handling they surpass anything of the sort we have seen attempted in a dozen years. The issues have the class quality which will make them especially acceptable to the larger theatres and the mass quality which is essential for all theatres.

Number One—serially numbered 1868—includes a stirring sequence "Thrills of the Sea" which is titled in rhyme. It has dignity, power and movement that is fascinating. In the same reel Mrs. Harry Payne Whitney's sculptures in a "Women of the Hour" feature of the reel and a corking cowboy sequence give variety contrast and wide appeal.

The second issue presents "America's Pride," the best West Point presentation we ever saw, arranged with a certain dramatic sense that should bring cheers. Then there is a gasoline station contrived by Mother Nature, and a woman fish doctor in interesting activities.

The entire composition of each is good showmanship which, we understand, was recognized by the Paramount Theatre by bookings of the offerings. We felicitate Herbert Ernest Hancock, who edited these initial "Our World Today" pictures, and his associate, Allyn Butterfield, on their splendid result. We congratulate Earle W. Hammons and his Educational customers on this very vital attraction series in short form. If we ran a theatre we would smartly advertise the lot and cash in on the pleased patronage.

EDUCATIONAL
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Inc.



MEIGHAN WITH U.A. RUMOR

Large P-F-L Stock Holdings Enrich Tommy's Fortune

By JOE BLAIR
Hollywood Correspondent

There is a current rumor around the United Artists lot that Thomas Meighan will become a U.A. star next season. On a check up, it was neither denied or affirmed.

Tommie Meighan, after being sunk at Paramount, due to the poor stories he had selected for himself was shifted to Caddo Productions on an arrangement of Howard Hughes making two pictures and Paramount would release them. The pictures have been made, and one, "The Racket" was released and is doing an excellent business. The second one "The Mating Call" is to be given a showing next week, but from previews at several Hollywood theatres, it looks as if this one is a "dud".

Meighan is perhaps the wealthiest actor on either the screen or stage. In the early Paramount days, Tommie took the majority of his salary in Famous Player stock. This made him several times a millionaire and we are told he is one of the largest individual holders of the stock of this organization. In addition to this, Meighan has been very successful in other stock manipulations.

"Juanita" in Spain

LONDON—British Filmmaker Productions will shortly start production of "Juanita", a drama of Spain and the bull-ring with Gladys Frazin and Kenneth MacLaglen.

The film will be made in Seville and Madrid, with the aid and cooperation of the Spanish Government.

Gropper with Fox

Milton Herbert Gropper, co-author of "We Americans" and "The Big Fight" has been signed to a short-term contract by Fox-Movietone and is due in Hollywood by the 15th to do a story or some dialogue.

The company has bought an old play of Gropper's it is understood.

Barrie Play Postponed

Because more time is required in preparing "The Twelve Pound Look" by Sir James Barrie, for the screen, George Arahainbaud, signed to make it, will do another for Tiffany-Stahl before tackling the heavy drama. The new story is "Helen of London" and Eve Sothorn has been signed for the stellar role. The male lead has not yet been cast.

Kerry and Talmadge

Norman Kerry, having just returned from his trip abroad, reports seeing Constance Talmadge in Paris, and that she will return to Hollywood immediately upon the completion of the picture she is making over there now. Kerry is free-lancing now, but it is rumored that he and Miss Talmadge will be co-starring in a series of pictures by one of the big companies. Both are under contract to Frank Joyce and Myron Selznick who will not divulge their plans at present.

STUDIO GOSSIP

Richard Barthelmess and his company filming "Scarlet Seas", the star's forthcoming First National picture, have returned from a four weeks' location cruise on the Pacific. After shooting some important scenes around Catalina Island they found their land legs once more. Betty Compson plays opposite the star and Loretta Young has an important role. John Francis Dillon is directing.

Sylvia Field, who recently left Broadway for Hollywood, has completed her first Movietone assignment at the Fox Studio. She played the role of "Mary" in "Marching On", a two-reel Fox Movietone comedy, in which Chic Sale had the leading role.

"Homesick," a feature comedy with Sammy Cohen, Marjorie Beebe, Harry Sweet, Henry Armetta and Pat Harmon in the cast has been completed at the Fox West Coast Studio. Henry Lehrman directed the production.

Harry Pollard anticipates completing "Show Boat" the Edna Ferber Story by November 15th.

The Cohens and Kellys, who began their everlasting quarrel in Atlantic City, will make up in the final reel at Universal City this week under the direction of William Craft.

Julian Johnson, head of Paramount's staff of title writers, has just been assigned to title the latest Emil Jannings picture, "Sins of the Fathers", now in production at Hollywood. Johnson's titles for "The Patriot", the Ernst Lubitsch production starring Jannings now current at the Rialto Theatre, were singled out for special praise by many of the critics.

E. D. Biggers in N. Y.

Earl Derr Biggers, popular novelist, whose mystery story, "Behind That Curtain," has been bought for screen production by Fox Films, has arrived in New York from California.

John Loder Assigned

Captain John Loder, the British actor discovered by Jesse L. Lasky during his recent European trip, was assigned yesterday to appear in "Half an Hour", the James M. Barrie play.

Eames Returns

Clare Eames, who has a prominent role in support of Alice Terry in Rex Ingram's "Three Passions," made in France and England, has just landed in New York. She has completed her part in the Cosmo Hamilton film.

Abe Stern in N. Y.

Abe Stern, vice-president and treasurer of the Stern Film Corporation, makers of two-reel comedies for Universal release, returned to New York this week from Hollywood, where he spent the summer.

"Nize Baby" Halted

Activities on the production of "Nize Baby" have been halted at the M-G-M lot. The story is being changed and several members of the cast are being replaced.

Thompson Busy

Harlan Thompson, Broadway playwright who recently left for Hollywood is now at the Fox West Studio writing dialogue in collaboration with Frederick H. Brennan for "Badges," a new Movietone feature.

Veiller to Coast

Bayard Veiller, author or "The Trial of Mary Dugan," leaves tonight (Friday) for the West coast, where he will assist in the production of the all-talking version of his play at the Metro-Goldwyn-Mayer studio.

Walsh Returns

After three weeks in Zion National Park and Cedar City, Utah, filming exterior scenes for "In Old Arizona," an all dialogue feature, Raoul Walsh and a company of players have returned to the Fox Movietone city in Hollywood, where interior scenes will be made.

Reisner with Pathe

Chuck Reisner, recently signed by Producer Paul Bern, started camera work this week on "Noisy Neighbors," his first directorial effort at the Pathe Studios. This is the production that will have the entire Quillan family of vaudeville fame in featured roles.

Lewis Editing Serial

Camera work has been completed on "The Tiger's Shadow," the Pathe serial to follow "Eagle of the Night," and has been turned over to Randolph Lewis for editing. Lewis was at one time associated with the publicity and advertising departments of Pathe in New York.

WARFIELD DENIES PICTURE ENTRANCE

David Warfield is quite peeved at the report given out on the coast that he was to join the Warner Brothers in that he would play in several Vitaphone pictures the coming year. A representative from The Daily Review was told over the phone by Mr. Warfield, that he had "no intention of going in any picture silent or sound", and as a matter of fact was "considering nothing but rest and amusement".

"U" Gets Prize Novel

Alfred Neumann, author of "The Patriot", considered by many, to be the finest picture ever made, has sold his prize winning novel, "The Devil" to Universal. This book ran to eighty-five editions in Europe and five editions in America, and Universal plans making it on a huge scale. The story takes place at the time of Louis XI and concerns a half French and half German barber, confidante of the King. Joseph Schildkraut will probably get the lead.



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DAILY REVIEW

EXHIBITORS

Formerly EXHIBITORS TRADE REVIEW

Reg. U. S. Pat. Off.

VOL. 24 No. 81

New York, Saturday, October 6, 1928

FIVE CENTS

OBSERVATIONS

"Toilers"

We saw Tiffany-Stahl's "Toilers" yesterday and heard one of the best synchronizations yet tacked on to a picture. It was recorded by R.C.A. Photophone from an orchestration done by Hugo Riesenfeld. The music was well adapted and the sound effects were sensible and not overdone. If you are wired for sound be sure and get this one and without wires play it anyhow, it is a good picture.

Poor Business

Reports coming to us from some exhibitors in small towns and theatres operating in neighborhoods of cities tend to show that the installation of a sound equipment and the booking of both long and short talking pictures have not increased business and in some cases patronage fell off. Add to this the knowledge that the big downtown houses running talkies and sound pictures are doing exceptionally well. How do you figure it? Why should sound pictures draw in the big houses and not do so well in the small towns, considering the fact that with few exceptions the same pictures are being run in the houses of both types?

Paramount Lot

Every building on the Paramount lot has a double use. In addition to the service of offices, dressing rooms, etc., the exterior of the buildings are so constructed so that they might be used in pictures. As an instance, the exterior of Clara Bow's dressing room is a brown-stone front house, what appears to be the main entrance of a large hotel is the dressing room of Emil Jannings. Jesse Lasky's office has an exterior of old English architecture. That is sane economy.

Loew-Publix

The rumor persists that the theatres of the Loew and Publix chains will be merged in some way and with the joint attractions of Paramount and Metro-Goldwyn-Mayer, with a few Warner-First National pictures thrown in, there will be no booking time left for any other producer. A sidelight to the rumor brings the information that William Fox has known for some time that Messrs. Zukor and Schenck had some thought of pooling their theatres, and from the moment this word was

(Continued on page 2)

STANDARD CONTRACT NOW FINAL NO RESERVATIONS-EXCEPTIONS

MARKS BROS. ASK FOR COURT DELAY

CHICAGO—The Marks Brothers suits against the Balaban & Katz Circuit, Publix, K-A-O and other film and vaudeville distributors, for alleged blacklisting on pictures and presentation artists, comes up in Judge Page's court again, after having been put over from July 12.

Counsel for both sides will appear today, to agree on a date for trial. Attorneys for Marks Brothers have asked the defendants for an additional extension of time, which was agreed to.

One stipulation was made that two week's notice be given before the plaintiffs are ready to go to trial.

LOEW CIRCUIT BOOKS 'LONESOME' & 'MELODY'

"Lonesome" and "The Melody of Love", Universal's first talking pictures, will be shown over the entire Loew Circuit in and around New York City at an early date, according to a deal completed yesterday between David Loew, representative of the big New York chain, and two Universal sales executives, Earl W. Kramer, general sales manager for the New York territory and Eddie Golden, sales manager for sound pictures.

Freud-Voronoff and Steinach in Talkies

A new European talking picture device is at present recording a scientific lecture which will be released shortly on an American lecture circuit, thus replacing the lecturer. Dr. Benjamin Gayelord Hauser, Viennese physiologist and chemist will "speak" to audiences in as many as half a dozen auditoriums in various parts of the United States simultaneously.

Dr. Hauser will send a film and an operator in his place. In addition to himself as principal lecturer, Dr. Hauser will appear in conversation and dialogue with such eminent authorities as Professors Steinach and Voronoff, famous rejuvenation specialists, Dr. Kuehne of Leipsic and Professor Freud, the psychoanalyst of Vienna.

Full Committee Hits on Plan to Finance Arbitration Boards Not to Be Linked with Operation of National or Local Exhibitor Organizations

The salient points of the all-day session of the Contract Committee of the Motion Picture Trade Practice Conference at the Hays office yesterday, resulted in three vital agreements between the exhibitors and distributors. These agreements should settle for the time being and for the next few successive years, the differences which stood in the way of perfect accord in their contractual relationships.

Chiefly, the resolution drawn up and agreed to yesterday by the full Contract Committee, provides that the contract as agreed upon at Chicago in February 1928 is now finally agreed upon as the Standard Exhibition Contract of the motion picture industry — without reservations or exceptions of any kind or character.

Secondly, a definite stand on financing of Arbitration Boards was taken, when it was decided that this financing of Board of Arbitration should not be linked with the financing of the national and local exhibitor organizations and THIRDLY, and this settles the one bone of

(Continued on page 2)

Conway Funeral Services to Be Held Tuesday

Funeral services for Jack 'Con' Conway, late of Variety, will be held next Tuesday at 10 A.M. from St. Malachys Church on 49th St. Friends and associates of the veteran screen writer and editor will attend.

NEW UFA THEATRE IN GALA BERLIN OPENING

BERLIN—The new UFA theatre, "Universum" has been opened with "Looping the Loop" the sensational circus film with Werner Kraus and Warwick Ward as rivals in love.

A notable gathering of private and governmental officials highly praised the architectural and decorative qualities of the new theatre.

Powers Cinephone to Distribute in Pa.

The Cinephone Equipment Corporation of Pennsylvania has been organized in Dover, Delaware with \$50,000 capital, to make devices for production of sound for and from picture films.

This company will handle the distribution of reproducing devices of the Powers Cinephone in Pennsylvania.

Tucker at AMPA

Sophie Tucker will be the guest of honor at the weekly luncheon of the AMPA in the Paramount Hotel on October 11th.

"SUBMARINE" BOOKED FOR \$2 ROADSHOWS

"Submarine", Columbia's undersea special will be road-showed by the company in Philadelphia and Baltimore.

The picture opens day and date at the Erlanger Theatre, Philadelphia, and the Ford Theatre, Baltimore, on October 8. Both are limited engagements at \$2.00 top. Preparations are now under way for gala openings in both cities, to be followed by two performances daily for the remainder of the run.

KRASSIN FILM SHOT

Nobile Expedition Salvage to Be Shown

MOSCOW—Approximately 100,000 feet of film was used in recording the exploits of the icebreaker "Krasin" on its Nobile Expedition salvage.

A crack Russian cameraman equipped with Debisil apparatus accompanied the expedition. Cutting of the film is now in progress and will be shown shortly in Berlin.

DAILY REVIEW

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Jue Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hempstead 1514)

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Distributor, 259 Spadina Ave., Toronto, Canada.



New York—George Harvey is getting real good to the ladies; he's going to have Sophie Tucker at the A.M.P.A. next Thursday and Sophie will tell the boys all about things over in England . . . Walter K. Hill, dean of press agents, has written many jokes during his checkered career dealing publicity, and now he's making use of them by going through the old scrap books and digging them out for radio audiences . . . Jesse Goldberg arrived from the coast yesterday for a stay of a couple of weeks . . . Harry Brandt says the world series ball game looked like a motion picture convention with every branch of the industry represented . . . Henry E. Wilkinson, buyer of the Greek Circuit, is here from Pittsburgh for a few days, loading up (? ?) with good pictures, so find him boys for he's said to be easy . . . James F. Lundy has been added to the exploitation staff of Universal and sent to Cincinnati, and there are rumors that a number more men wanted; now watch the run on the bank . . . Julius Stern and Max Alexander returned yesterday from a long stay in Europe and will go to the coast in a couple of weeks . . . Keley Allen tried to buy a theatre ticket for half price, pointing out to the box office man that one eye was on the blink and he could see nothing with it . . . George Bradley, the versatile, has been signed up by the Mirror to write a column under the heading "Broadway" and will devote a lot of space to the doings of picture people along the big street . . . E. K. Nadel has gone to the coast for Fox to take an important position in the production end of Movietone . . . Charlie Brenan, Universal's Washington exploitation man has a nice job for a few days, escorting Barbara Kent around while she makes a lot of personal appearances . . .

A. F. OF L. THREATENS READE CHAIN WALKOUT

The Reade chain of theatres in New Jersey are faced with a musicians strike and walk-out, as the result of the employment of a scab orchestra in the Savoy Theatre at Asbury Park.

The American Federation of Labor is planning to call out all union employees of the Reade chain, in retaliation, and these will include stage hands, operators and musicians in Long Branch, Red Bank and other towns.

Unless demands for the regular union wage scale is met today or by Monday at the latest a general walk-out will occur.

NAVY BAND HELPS ZURO WITH SCORE

Henry J. Peterman, leader of the United States Naval Academy Band, is cooperating with Josiah Zuro, musical director of Pathe sound pictures, in insuring absolutely authentic music for the synchronization of "Annapolis", the Pathe picture staged in the actual locale of the patriotic adventure story.

Standard Contract Final no Reservations

(Continued from page 1)

contention which has existed to date, the Committee now has agreed upon a plan to finance the operations of the Boards of Arbitration.

What this plan is, was not divulged yesterday, but details will be forthcoming shortly.

The entire resolution adopted by the Committee reads:

"WHEREAS, the current Standard Exhibition Contract was agreed upon by the Motion Picture Trade Practice Conference Contract Committee at Chicago on the 21st day of February, 1928, with the understanding that if prior to June 1, 1928, a plan to finance the operations of the Boards of Arbitration and of the national and all local exhibitor organizations was not agreed upon the Contract Committee would again meet at a time and place to be designated to make whatever amendments, eliminations from, or additions to the contract deemed necessary, and

"WHEREAS, the Contract Committee having again met in the City of New York on October 4th and 5th, 1928, and having considered and discussed many plans and suggestions to finance the operations of the Boards of Arbitration and the national and all local exhibitor organizations, and

"WHEREAS, the Committee have reached the conclusion that the financing of the Boards of Arbitration should not be linked with the financing of the national and local exhibitor organizations, and

"WHEREAS, the Committee have agreed upon a plan to finance the operations of the Boards of Arbitration,

"NOW THEREFORE, the members of the Contract Committee hereby agree that the contract as agreed upon at Chicago on February 21, 1928 be and the same hereby is finally agreed upon as the Standard Exhibition Contract of the motion picture industry, without reservations or exceptions of any kind or character, the Contract Committee, however, continuing to act in relation thereto under and in accordance with the Resolution of the Trade Practice Conference which appointed the Committee.

"Signed by Felix F. Feist, Jos. I. Schnitzer, Ned E. Depinet, R. R. Biechele, Nathan Yamins, B. N. Bernstein, Gabriel L. Hess, Secretary, H. M. Richey, Secretary.

"Attested by Chairmen R. H. Cochran and R. F. Woodhull."

Two Big Films to Hit B'way Columbus Day

Publix Theatres announces a conflict in courtship and marriage in their schedule of "The Wedding March" at the Rivoli and "The Battle of the Sexes" at the Rialto.

Both pictures open the same day, Friday, October 12th. "The Wedding March" will begin at the Rivoli at 9:45, and fifteen minutes later "The Battle of the Sexes" will be staged at the Rialto.

Victor to Equip Big Spanish Exposition

At the invitation of the United States government the Victor Talking Machine Company will install in this country's three exhibition buildings at the Ibero-American Exposition which opens in Seville, Spain, March 15, 1929, one of the most elaborate systems for reproducing and broadcasting music thus far developed by Victor experts.

For the participation of the United States, Congress has appropriated \$700,000, two-thirds of which will be used for a permanent United States building which, at the close of the exposition, will become the quarters of the United States consulate at Seville.

The United States will be the only English-speaking country to participate in the Ibero-American Exposition.

Sugarman Happy

SAN FRANCISCO—Harry Sugarman, President of the West Coast Junior Circuit has realized a life-long dream, in the opening of his new Golden Gate, a De Luxe film theatre, after the Egyptian style. The theatre seats 1,800. Sugarman is the son-in-law of Mike Gore, former Wescos theatre magnate.

"Our Gang" Departs

Hal Roach's "Our Gang" youngsters yesterday caught the express for St. Louis, where they will spend a week, with another week in Kansas City before returning to the West Coast studio.

OBSERVATIONS

(Continued from page 1)

brought to him, called his board of directors and financial advisors together and the result of this meeting caused Fox to start his present buying and building plan.

WILKERSON

Marion Davies Home from European Trip

Marion Davies arrived home yesterday from a European visit and will spend a week or two in the East before going on to the coast studio. The Metro-Goldwyn-Mayer star was accompanied by her father, Judge Bernard J. Douras of Brooklyn Francis Marion, the scenarist and Carolyn Bishop.

Miss Davies's last picture, "Show People," in which she is co-starred with William Haines, completed before she sailed abroad will be released as a Cosmopolitan sound feature for M-G-M.

WORLD SOUND FILM SYMPHONY STARTED

LONDON—Walter Ruttmann, noted German producer, who has under way an odd picture with sound called "The Melody of the World" is leaving shortly for America to engage notables to appear in the talking film, which is described as a "world sound-film symphony".

He has thus far made arrangements to dialogue Mahatma Gandhi, Rabindranath Tagore and other world notables. The sound system he is using is the Tri-Ergon Musik A.G. which is the same as Movie-tone.

Spanish Congress

MADRID—The first Spanish national moving picture congress will take place shortly in this city, with King Alfonso presiding, 500 editors, exhibitors, artists, directors, etc., will attend, and discuss means of promoting the film industry in Spain.

Several German firms are sending representatives to the conference.

Small in N. Y.

Edward Small, Hollywood, producer and one of the industry's largest agents, is in New York at the Park Central. He expects to be in town for several weeks in the interest of an idea he has regarding the production of sound pictures.

M. P. Club Smoker

The Motion Picture Club of New York is planning a House Warming Smoker for members on October 11, the eve of Columbus Day.

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PICTURE REVIEWS

"LONESOME"

Directed by Paul Fejos
Featuring Barbara Kent
and Glenn Tryon.

"Lonesome" is a good program picture but a poor special, tho advertised as a "super talking picture." Had it not been for the uninspired direction, the poor photography and the very amateurish work of the leading players, this simple story of a lonesome boy and girl, their quest for comradeship and love and how they found them, would have been a classic. The talking sequences are appropriate and well done, but for the most part the picture lacks original handling, and Glenn Tryon, a capable young actor in other roles, seems here terribly miscast, as does Barbara Kent, who has a lot to learn since her work at no time smacks of sincerity. Throughout the picture one is always conscious of the director's orders, and whatever they were, they kept "Lonesome" from being a great picture. The picture, doubtless, has great audience appeal and its biggest faults are the "sins of omission."

"YELLOW CONTRABAND"

Pathe
Directed by Leo D. Maloney
Featuring Leo Maloney,
Gretel Yoltz, Noble Johnson.

Photography by Edward A. Kull
Pathe has a corking mystery-melodrama here in a Western setting, with Maloney playing a dual role, in most satisfactory manner. Gretel Yoltz, who should change her name, is a great bet, displaying fine talent and a brain. Continuity is splendidly done, with mystery interest held tight throughout. At only one or two spots, does the story become intricate for the fans to follow, otherwise, the plot is O.K.

A story of the efforts of the Internal Revenue department to run down a gang of dope peddlers and smugglers. The action opens with a raid on a Chinese gambling joint, which results mysteriously for the cops. The action then goes back to explain why the raid was made and how it happens to mystify the police. Sufficient to state, that the girl who aided the dope-runners turned out to be a Federal detective and she marries the hero, who also was an operative.

"WIN THAT GIRL"

Fox
Directed by David Butler
Featuring David Rollins,
Sue Carol, Tom Elliott, Roscoe Karns.

This film started out as a breezy and sprightly satire on football as it was and is played, in the past and today. Fine research work and direction lifts the first half of the picture out of the ordinary, but when the story lapses into the modern period, it simmers down to an ordinary collegiate kid-story. The best work is done by the elder members of the cast, with Carol and Rollins, just nice and adequate.

Two families, college rivals for football honors, carry their hate down through the second and third generations, their principal object being to develop offspring that will make football heroes. One college has never been able to defeat its rival and our present day hero, a puny disappointment, physically, nevertheless manages to win the first victory, through no particular efforts of his own, not counting a hay fever attack which does the work.

"THE FLEET'S IN"

Paramount
Directed by Mal St. Claire
Story by Monte Brice
Cast Clara Bow,
James Hall, Jack Oakie.

With the combination of Clara Bow's popularity and a knockout title, this one can't miss. Not as good a story as some of her recent pictures, "The Fleet's In" is very amusing nevertheless. Concerns a very pure little red hot mamma who works in a dance hall, and it seems from the picture that all the boys joined the navy just for a chance to get in a fight over her. There is a great deal of rough-housing and the titles by George Marion are a panic. Excellent work is done by the star and James Hall. Jack Oakie comes in for a few laughs too. St. Clair's subtle hand is evident in many scenes which had they been less carefully handled would have been vulgar. The picture does not exactly afford Miss Bow a chance to add to her public, but there is no doubt but what it will be a box-office clean-up.

"THE MYSTIC MIRROR"

UFA
Featuring Fritz Rasp,
F. Malten, E. von Winterstein.

This foreign production is chiefly commendable for its fine photography and excellent acting. The continuity is well done, but the story is not expertly woven together at all points. It is a mystery play, whose climax keeps you guessing. Rasp does the best work in the cast. If your patrons do not dislike foreign pictures, this ought to be a good buy.

An ancient castle, which contains a magic mirror able to foretell the future, is purchased by a wealthy libertine, who brings his city guests along to the castle—the ground-keeper who resents the new owner, advises him not to look in the mirror—in an attempt to seduce the ground-keeper's daughter, he chases her into the room where the girl is saved, when the owner looks into the mirror and learns that he is to meet death by strangulation. How this occurs and how the girl is reunited with her real lover forms the balance of the tale.

"SINNERS IN LOVE"

FBO
Directed by George Melford
Featuring Olive Borden,
Huntley Gordon, Daphne Pollard.

Just another underworld-gambling story, which has been changed too much from the story to make it worth-while—will hardly satisfy anyone except fans who want their romance in imaginative doses. Borden does fair work as does Huntley Gordon. Pollard is always marvelous.

Girl living in misery and squalor of mill town goes to New York where she is picked up in a night club and gambling joint on suspicion of being a spy — The owner makes her a maid, so as to find out who she really is. In time, they train her as a come-on for victims of the roulette table. When a wealthy sucker is trimmed, her eyes are opened and she flees—the owner of the club, who has grown to love her rushes to rescue her from assault by the dope fiend, who is killed and then forsakes his evil ways, for the sake of the girl.

"THE TOILERS"

Tiffany-Stahl
Directed by Reginald Barker
Story by L. G. Rigby
Cast Douglas Fairbanks, Jr.,
Jobyna Ralston, Harvey Clark,
Wade Boteler, Robert Ryan.

Reginald Barker has fashioned a fairly good picture out of an original story by L. G. Rigby. It is well acted by a very capable cast of players. The photography is well better than the average and all told, it is good entertainment and will please any type audience. The production could be greatly improved by a new set of titles, the present one's being poor.

It is a story of an orphan girl being adopted by three miners. The climax of the picture is centered around a raging fire in the shafts of the mine, entombing some of the men. The picture is synchronized and the best we have heard.

"THE NIGHT BIRD"

Universal
Directed by Fred Newmeyer
Featuring Reginald Denny,
Betsy Lee, Sam Hardy.

Story by Fred & Fanny Hatton
This film not one of Denny's best and critical audiences in large centers will find the story disappointing—Denny's facial mannerisms are as effective as ever and Betsy Lee, while miscast in this role, gives a talented performance. Director's treatment of story is adequate, but no great highlights.

Prizefighter, on eve of battle for championship, overtrains and is taken to New York, where his managers figure the night life will ease him down a bit—the hero is woman-shy however, but is prevailed on by a little Italian waif, whom he picks up in the park, to take her home and care for her—the girl leaves him, thinking she is in his way, and returns to her cruel uncle—the day of the bit fight comes—our hero wins the battle and hurries to rescue the girl from the clutches of her cruel relative, who gets plenty—all ends well.

Sound Featurettes

"HOW'S YOUR STOCK"

Vitaphone Sketch
Muray Roth and Bryan Foy worked hard to gag some laughs for this one. Its all about Wall Street and the stock market—to the extent of a ticker in the family living room.

Husband buys stock that goes floozy and wife upbraids him for wrecking family bank roll. Maid takes a look at ticker and finds she's been made rich on oil stock. Ditto cook. While husband is tearing hair burglars enter and rob safe right under his nose, bus husband doesn't even get the scent. Father-in-law gives a look at ticker and finds that worthless stock he's holding is now worth a pot of jack. Then it all ends with the old

dream gag. Husband is ribbon clerk, and the fade out is on husband gettng balled out by a nance floorwalker.

"REINOLD WERRENATH"

Vitaphone-Vocalist
Here's a gabbie that's flawless in tone, and worthy of a place on any program — especially in uptown houses.

Opens on salon set with the baritone nonchalantly leaning against the piano. Without ceremony or prelude he breaks out with "Mandalay." Then "Duma"—a companion piece, the plaint of an old salt. The two numbers round out a satisfying interlude. And the way Werrenath sings them its nobody's business.

"HURLEY, PUTNAM and SNELL"

Vitaphone-Piano and Songs

This number opens with a trio of singers standing in a living-room, with the license plate end of a piano in focus. They start off with a list of pop numbers we heard last spring. Duo then swing into "I wonder What Will William Tell"—which made us wonder if they knew any more old comedy standbys.

Pianist does a solo while the boys change their pants. They then do a wop comedy ditty "Pastifusa". This final number is done with prop gestures, and the boys look like cabaret cigarette girls.

"3 BROX SISTERS"

Universal-Movietone

Famous sister team of vocalists of the soft and dreamy variety sing three or four numbers in dressy set, accompanied by pianist (girl). The girls have done this sort of thing before in musical comedy and vaudeville and are well known in the big towns.

Their rendition are pleasing although there was a slight mistiness about the reproduction that made one strain the ears. O.K. as a pleasing filler.

Jack Warner-Al Rockett to Head Combined Production

STUDIO GOSSIP

Gilbert Adrian, costume creator at the Metro-Goldwyn-Mayer studio who has been visiting the East, engaged in the business of selecting new wardrobes for Greta Garbo, Norma Shearer and other stars of his organization, left yesterday (Friday) for California.

Raymond Hackett, who is now playing the male lead in "The Trial of Mary Dugan" at the Century Theatre, has been given a motion picture contract by Metro-Goldwyn-Mayer. He plans to leave for the coast on conclusion of the New York engagement of Al Woods' melodramatic hit.

"All At Sea", new Karl Dane-George K. Arthur co-starring vehicle, has gone into production at the Metro-Goldwyn-Mayer studio, with the two comedians wearing what are said to be the largest and smallest uniforms ever turned out at the Navy outfitting shop in Los Angeles. Alf Goulding is directing the new picture, and Josephine Dunn, feminine lead in the Capitol's current feature, "Excess Baggage", has the principal feminine role.

John McCormick, producer of Colleen Moore pictures for First National, announces that Al Hall, film editor, has been promoted to comedy constructor on the unit. He will do his first work on "Synthetic Sin."

Prince George's shipmates from the H.M.S. Durban of the British Navy visited First National Studios last week as the guest of Billie Dove. They watched the star make scenes for "Adoration," and voted her their favorite actress.

Six First National contract players are working in one picture, "Ritzy Rosie." They are Alice White, Jack Mulhall, Thelma Todd, Doris Dawson, Frances Hamilton and James Ford.

Brooks Benedict and Eleanor Leslie have been added to the cast of the Reginald Denny-Universal picture "Clear the Deck".

Jack Duffey has started in the second of the Christie-MacDuff series of comedies being released by Paramount. It will be known as "Loose Change".

Charles Lamont and Stephen Roberts, two of the veteran directors at the Educational Studios, are in Mexico inspecting mining properties recently acquired by Roberts. Estelle Bradley, wife of Lamont, and Mrs. Stephen Roberts accompanied the party as far as Houston, Texas, where Mrs. Roberts remained to visit friends and relatives.

Several important stories are being whipped into shape for early production at Universal City.

Joseph Poland and Earl Snell are adapting "His Lucky Day" as a forth-coming Reginald Denny Production. It will be made with dialogue and sound effects.

Nan Cochrane and Faith Thomas are adapting "The Masked Marvel",

By JOE BLAIR
Hollywood Correspondent

With the actual closing of the contract that will bring Warner Brothers and First National together, it is said that all Warner activities will be transferred to the big First National studio and the Warner Hollywood plant will be torn down and business buildings will be erected on this plot.

Jack Warner will be production head of both producing organizations, but the organizations will continue to function separately. Al Rockett will handle First National under the supervision of Warner. This arrangement will continue throughout the present production schedule that will require six or seven months to complete.

CHAPLIN'S NEXT WITH SOUND AND DIALOGUE

Charlie Chaplin's "City Lights" will be fully synchronized and there will be sequences in dialogue. Mr. Chaplin will not permit his tramp character to talk; he will depend wholly upon pantomime.

"City Lights" goes into production within a week. Mr. Chaplin took six months to write his story, and dialogue employed in the talking sequences will be written by him also.

Chaplin hopes to finish camera work in eight weeks.

The supporting cast has not been finally selected. Cameramen will be headed by Rollie Totheroh, with Eddie Gheller and Mark Marlatt assisting. Chaplin was assisted in preparation of his story by Harry Crocker, Henry Clive, Henry Bergman and Carlyle Robinson.

Borden at Columbia

Olive Borden, long a featured player for Fox, has been assigned the leading feminine role of Goldie, gangster girl in Columbia's thrilling drama of the underworld, "Stool Pigeon."

Stone in "Heat"

Lewis Stone has been cast for an important part in the M-G-M-Sidney Franklin picture "Heat". Garbo is starred and Nils Asther plays the lead.

a story taken from the famous Continental novel and play "Polish Blood." It is very likely that this picture will actually be made in Europe, at the exact locations called for in the script.

Paul Schofield, well known coast scenario writer, is adapting "Little Miss Satan" for Laura La Plante, who is now nearing the completion of her big role as Magnolia in "Showboat." "Little Miss Satan" will be directed by Wesley Ruggles and will be made with dialogue and sound.

Speaking of Columbia reminds us that Christie Cabanne is to return to that studio to do "The College Coquette". He recently finished "Driftwood" there.

Guinan Picture Done

The Texas Guinan-Warner picture, "Queen of the Night Clubs" has been finished at the Warner studio. It has not been determined whether Tex will do another for this company.

SHEEHAN ENTHUSIASTIC OVER CAESAR'S 'BARBER'

Word received at the New York office of Fox Film Corporation from Winfield Sheehan, vice-president and general manager, indicates that John Ford is making a talking "wow" of Arthur Caesar's story, "Napoleon's Barber."

In addition to snappy dialogue which has been supplied by Caesar and Ben Holmes, Ford is getting some wonderful pictorial scenes, the report says and lists this Movietone subject as worthy of feature billing on any program.

The cast includes Otto Matiesen, Natalie Golitzin, Frank Reicher, Helen Ware, Philippe de Lacy, D'Arcy Corigan, Rus Powell, Michael Mark, Buddy Roosevelt, Ervin Renard, Y. Toubetsky, Joe Waddell and Henry Hebert.

Hill to Star

Little Doris Hill, having finished her work in the Paramount picture "Avalanche" and given a new long term contract, is to be starred by that company.

Cody for Vaudeville

Lew Cody is about to start on his annual vaudeville tour, having completed his work in the most recent Pringle-Cody picture for M-G-M. While in the East, Lew might do a talking picture.

Ray Griffith Takes

Whispering Test

Ray Griffith has been worried as a result of talking pictures. Ray has no voice and talks in whispers. Someone persuaded him to have it tested for sound pictures. The result of the test proved marvelous and is said to be a riot. Two of the large companies having heard it, have propositioned Ray on a contract. Griffith is all smiles now.

Barthelmess-Moore

to Do Talkers

Both Richard Barthelmess and Colleen Moore will do their next pictures as talkies. The Barthelmess story is "Weary River" by Courtney Riley Cooper and will be directed by Frank Lloyd. Miss Moore has already started work on "Synthetic Sin" which will have dialogue throughout.

Marshall with P-F-L

Frederick Marshall, stage player, has been engaged for the Paramount-Jean Eagles picture "The Letter". It will be directed by Monta Bell and made at the Paramount Astoria studio. Production will start in about ten days.

Hornblow in N. Y.

Arthur Hornblow, Jr., production executive for Samuel Goldwyn, arrived in New York yesterday to confer with Dr. Hugo Reisenfeld on the vocal, sound and orchestral effects for "The Awakening", Vilma Banky's first individual starring picture which is expected for early release.

NEWS

is the currency with which reader interest is bought. No publication ever grew great on a meager editorial bank-roll. THE DAILY REVIEW is making sound investments in news for its growing bank of readers.

Are you cashing in on this? If it's printed in THE DAILY REVIEW it is news and is worth your reading investment.

THE DAILY REVIEW

45 West 45th Street

New York City

DAILY REVIEW

EXHIBITORS

Reg. U. S. Pat. Off.

VOL. 24 No. 82

New York, Monday, October 8, 1928

FIVE CENTS

SALUTATION!

With this issue EXHIBITORS DAILY REVIEW comes under the direction and ownership of the undersigned through purchase from W. R. Wilkerson. Mr. Wilkerson remains as part owner of the publication and in executive association with us.

This newspaper has no heroes. It believes every man in the picture business is made from common clay and is glad of it. It shall delight in recording the success of those who have through good luck or good management been able to keep head above water and make the distance. It proposes to be tolerant of those who strive and even in honest effort, fail of the goal. But it sets out to be intolerant of all who seek to pose with a superior wisdom and it shall be against all sham. It proposes to militantly espouse the cause of the motion picture and to oppose vigorously all who, through inaction or fatheaded stupidity, give aid and succor to its enemies. There can be no middle course in a cause like ours.

When Brookhart bills arise we shall neither straddle nor be half hearted and it shall be our privilege to nail to the wall of publicity those who in reckless or callous fancy fail to support the business that gives them bread. Our only axe is the pictures and picture people. We confess to an open partisanship. We like pictures and we like the people who make and sell them. We don't like those who pussyfoot when any of our picture family is sneered at or attacked. So then with this simple formula we make our bow and we ask only that we shall be judged and measured by our performance.

ARTHUR JAMES.

RCA BUY OF K-A-O CHAIN PREMATURE SAYS KENNEDY —MAY BE CLOSED SOON

FBO INCLUDED IN SALE TO RADIO-PHOTOPHONE GROUP KENNEDY HAS CONTRACT TO OPERATE PATHE—MAY STICK

By W. R. WILKERSON

"The announcement that the Radio Corporation of America had secured control of the Keith-Albee-Orpheum Circuit and the Film Booking Offices of America is premature," said Joseph P. Kennedy in an exclusive interview with the writer.

"It seems as if it will be closed in a short time," added Mr. Kennedy.

This beyond all doubt, sets at rest the rumor that has been going the rounds for the past month that Keith-Albee-Orpheum will be acquired by Warner Brothers.

In an exclusive interview and on being asked what he would do, when and if the deal was consummated, Mr. Kennedy said, "I don't know. You know I am a banker by trade and I might return to that business, but still, I like pictures and have become intrigued with it, and don't forget I have a contract for the operation of Pathe.

When I originally came into this industry it was supposed to have been for only six months and here it has been over two years. I like the business and might stay in it, for if we make this deal, we will have a lot of money to spend, more than I have ever seen or heard of in this industry.

(Continued on page 3)

ROACH AND VICTOR STUDIOS HOOK UP

By the terms of contracts just signed between Hal Roach and the Victor Talking Machine Company, the Hal Roach Studios in Culver City, California, will be allied for many years to come with the reproducing facilities of the Victor organization.

This means that the public will hear the Our Gang Kids, Stan Laurel and Oliver Hardy, Charley Chase and other Hal Roach stars in talking pictures.

Victor technicians are en route to Mr. Roach's studios and the enlarging of this motion picture plant, which was begun some time ago, will be rushed to completion. The Roach Studios are the only ones whose

(Continued on page 3)

ASHER, SMALL, ROGERS ASSOCIATE WITH GOTHAM

Asher, Small and Rogers have formed a corporation with Sam Sax and Budd Rogers, of Gotham Photoplays Corp., to distribute and service installations of the Bristolphone synchronizing disc device, and to produce features and short subjects synchronized with Bristolphone.

These two organizations are forming the Gotham Bristolphone Photoplays Corp., which will distribute pictures under two brands, to wit: a series of Asher, Small and Rogers productions, and a series of Gotham productions.

The knitting of these two entities

(Continued on page 3)

M.P.T.O. OF MICHIGAN KALAMAZOO CONVENTION

The Motion Picture Theatre Owners of Michigan begin their 9th annual State convention tomorrow at the New Hotel Burdick in Kalamazoo, Michigan.

The convention proper, while opening tomorrow morning and extending over to Wednesday, will be preceded today by a Golf Tournament at the Maple Hills Country Club at noon, and a Board of Directors Dinner, given by W. S. Butterfield at his home on Gull Lake. A short meeting will follow the dinner.

At 6:00 o'clock Wednesday night, a banquet will officially close the convention, at which prominent State

(Continued on page 3)

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

ARTHUR JAMES, Editor
W. R. WILKERSON, Publisher

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemstead 1514).

London Office and Correspondence: Samuel Harris, "The Cinema," 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York—**Billy Brandt** was compelled to notify all the members of the Motion Picture Club to cancel invitations to guests for the smoker on October 11 as so many reservations are demanded that the session will be confined to members only . . . **Al Lewin**, of the Metro production department, who has been in New York for the past two weeks looking over some plays, will return to the coast on Wednesday . . .

Morty Spring says they can usually take care of one of those coast fellows so he'll be ready to go back in a few days, and is laboring under the impression that **Al Lewin** brought a horseshoe or something with him . . .

Hal Roach, who has been here for several weeks playing polo and doing other things in addition to a little business, left for the coast Saturday, and now thinks he will buckle down to work on a few sound pictures . . . **Joe Kennedy**, who is always a good subject for a story, is soon to return from F.B.O. and K.A.O., and maybe he will and again there may be another guess or two, for **Kennedy** hasn't spoken on the subject . . . **George Beban's** death on the coast from an injury received while horseback riding, brought grief to his many friends in the industry in New York . . . **Cecil Mayberry**, general salesmanager of Columbia has departed for the middle west for a trip around the key cities . . .

Charlie Chaplin, according to info from the west, will not talk in his all talkie "City Lights" but will let the others in the east do the vocal stuff . . . **E. Oswald Brooks** has done what we all know he would—go back to England and grab himself off a big job where his American picture experience will help the British make better pictures . . . **Bert Glennon** arrived yesterday from the coast to direct "Stepping High" which will be made in sound here in the east.

GENTLEMEN, WE THANK YOU!

High-Spotted in the Friendly Avalanche of Telegrams
and Messages of Good-Will Are the Following,
and More Will Be Printed To-Morrow.

Arthur James
Exhibitors Daily Review
Congratulations on your enterprise as a publisher Stop Controlling as you do the editorial outfit of two trade papers your power for good in this industry is immeasurably great and having watched your work I am confident that you will not abuse this power Stop My associates I am sure join me in this sentiment for your success

Louis B Mayer

Arthur James
Exhibitors Daily Review
Congratulations to the entire industry which will further benefit by an enlargement of your activities

R A Rowland

Arthur James
Exhibitors Daily Review
Congratulations on your latest step. There is no doubt but that your new trade daily will be militant and well worth while. You have the good wishes of the Universal organization and I am sure that the industry will lend a ready ear to your experienced advice and counsel.

R. H. Cochrane.

Arthur James
Exhibitors Daily Review
News of your acquisition of the Exhibitors Daily Review has reached me and knowing of your past activities in the Journalistic Field of Motion Pictures the success of this Daily is more than assured Stop Please accept my heartiest congratulations Stop Good luck

Charles Chaplin

Arthur James
Exhibitors Daily Review
More power to you in your new venture. This is a day for strong ideas and experienced guidance in the industry. Your new daily should be decidedly influential.

P. D. Cochrane.

Arthur James
Exhibitors Daily Review
Congratulations upon your acquisition of the Exhibitors Daily Review Stop If you will put the same militancy into the Daily Review as you put into the Motion Pictures Today your paper will be of inestimable value to the industry Stop With a daily paper you can give a quick and immediate blow to those who endeavor to injure the industry Stop The value of such an immediate blow is incalculable Stop You have my very best wishes for the success of your enterprise Stop Regards

J. Robert Rubin

Arthur James
Exhibitors Daily Review
Two live dailies are twice as good for the business as one Stop I know we can count on you to tell the truth and shame the devil Stop Competition in journalistic enterprise means a better trade press and a strong trade press is a powerful constructive force for the industry Stop Congratulations and success

J D Williams

Arthur James
Exhibitors Daily Review
Congratulations Stop I expect to see the Trade Review make rapid strides under your able supervision and fearless editorship

W Ray Johnston

Arthur James
Exhibitors Daily Review
I am very glad indeed to join your many friends in congratulating you upon the acquisition of the Exhibitors Daily Review Stop In your further opportunities for constructive service the Motion Picture industry is sure to profit

Irving D Rossheim

Arthur James
Exhibitors Daily Review
Its great news and I want to be one of the first to offer my heartiest congratulations Stop Its a fine thing for you and a fine thing for the Motion Picture business Stop Best of luck always

Ned E Depinet

Arthur James
Exhibitors Daily Review
Congratulations and best wishes on your new venture Stop Regards

Al Lichtman

Arthur James
Exhibitors Daily Review
This business certainly gets away with merger Stop Now that you have taken over the Daily Review suggest you go further and annex a few of the regionals for example Saturday Evening Post and Liberty Stop Best wishes for your success

Howard Dietz

Arthur James
Exhibitors Daily Review
We felicitate you on the broadening of your activities and responsibilities in the trade press field, and want to express our sincere hope that you may be able to carry out to the full your splendid ambitions of service to the industry.

Gordon S. White.

Arthur James
Exhibitors Daily Review
Just heard of your purchase of the Trade Review Stop Congratulations and best wishes Stop From a friendly enemy

Jack Alicoate

Publisher the Film Daily

Arthur James
Exhibitors Daily Review
Congratulations on the wider usefulness of your publications

Glendon Allvine

Arthur James
Exhibitors Daily Review
Congratulations and best wishes for your success Stop Expect my cooperation

Harry H. Thomas

Arthur James
Exhibitors Daily Review
Congratulations to you and to the Daily Review Stop May you be as big a hit as Lilac Time Stop Greater success than this no man can wish you

Jerome Beatty

Arthur James
Exhibitors Daily Review
Instead of the quick and the dead in the Daily field, will now have two live ones. A James daily jolt will accelerate the business. Put World Wide Pictures down for a ringside seat.

Bill Yearsley.

Arthur James
Exhibitors Daily Review
You are in tune with the spirit of the times Stop I hope you will be able to accomplish those things you set as your goal Best wishes

Victor M Shapiro

Arthur James
Exhibitors Daily Review
Heartiest congratulations on your new venture Stop In your hands this publication should prove a real power in the field Stop Your brilliant results with Motion Pictures Today makes it certain that your new publication will be a shining success Stop Regards

Capt G McL Baynes

Kinogram Publishing Corp

Arthur James
Exhibitors Daily Review
Congratulations on your purchase of the Exhibitors Daily Review Stop Your influence in daily journalism will aid wonderfully the good work you have done for Motion Picture with Motion Pictures Today Stop You have been the bulwark of the independents and they and the whole industry owe you much Stop Best personal regards

Samuel Zierler

"All First National Product To Have Dialogue"—Rockett

By JOE BLAIR
Hollywood Correspondent

"Hereafter, all First National pictures will have dialogue," Al Rockett stated upon his arrival at the Burbank Studios. "Both talking and silent versions of all stories will be made. All First National stars including Colleen Moore, Richard Barthelmess, Billie Dove, Corinne Griffith, Milton Sills, Dorothy Mackaill and Alice White are involved in the new state of affairs."

Three sound stages are now in the process of erection at the studio, the first having been practically finished. The second and third will be completed within sixty and ninety days. More than \$1,000,000 worth of sound device equipment is now awaiting installation.

Mr. Rockett also announced the purchase of six plays now running in New York by his organization. All are highly successful dramas and will be filmed as movies and talkies.

Arthur A. Lee Returns

Arthur A. Lee, president of Amer-Anglo Corporation, New York City, and vice-president of the Gaumont-British Corporation of Canada, Ltd., returned this morning on the Berengaria from a three-weeks' visit to London, where he conferred with executives of the several British producers and distributors.

RCA Buy of K-A-O

Premature Says Kennedy

(Continued from page 1)

So who can tell? I can't at this time."

About Pathe

When questioned regarding the future of Pathe, Mr. Kennedy stated that the "organization would continue to function as it has in the past few months" and that "Pathe is not included in this deal."

Severe Loss

The industry will be the loser if Joe Kennedy leaves it. Without any knowledge of motion pictures, this young Boston banker came into it a little over two years ago and accomplished more in that short time than has ever been effected before. He took FBO when its profits were small; and with a little careful cutting here and there managed to produce a tremendous profit within a period of not more than six months, and since that time has made everyone connected in its ownership a lot of money.

He was brought into Keith-Albee Orpheum at a time when the stock was selling for 15 and in a little over six months from the time he entered, the stock had consistently risen to a little above 33. In the short time he has been in Pathe he has reduced the indebtedness of that organization over \$800,000. If this is not doing things, then we don't know what we are talking about. The accomplishment speaks for itself.

Picture Profits

Mr. Kennedy said "One of the sure ways of making money in pictures is to sell at a time when some one wants to buy and if we did not accept the proposition made to us by RCA we would be adjudged insane. Picture profits, that is actual profits in the production and distribution of pictures, always seem to be around the corner. Take the amount of money invested in this business and compare that with the actual profits and you have a story."

RCA a Power

This deal will make Radio Corporation of America one of the big powers of the industry. It will control 372 houses scattered from coast to coast and will have a production and distribution organization that is fastly forcing itself to the top with a product that has, for the past few months, been consistently good. And it is our guess that Sarnoff and RCA will not stop with this present deal. RCA has been outplayed and outwitted by its cousin Western Electric, but from now on things will be quite a bit different.

AW RATS!!

J. Graham Cutts, director for Gainsborough Pictures, London, having directed Ivor Novello in "The Rats" and "The Triumph of the Rat," will now make "The Return of the Rat."

BERN CREATES BLAYDON PRODUCTION MANAGER

Richard A. Blaydon has been appointed production manager for the Paul Bern productions at the Pathe Studios.

Blaydon started his film work with Paramount a few years ago, and recently has been an assistant and unit production manager to Edward H. Griffith, the Pathe director.

In his new position he has taken up the active management of "Gerardine," "Noisy Neighbors" and other features that Bern is making or preparing for Pathe.

Asher, Small, Rogers

Associate with Gotham

(Continued from page 1)

makes for a holding corporation that places the firm practically at the crest of the independent field. Asher, Small and Rogers are known as producers of such attractions as "McFadden's Flats," "Cohens and Kelleys," "Ladies' Night in a Turkish Bath," "Shepherd of the Hills," "Clashed," and other first run product.

"Times Square," which has just been completed with dialogue and sound effects, will be the initial offering in the firm's new program, with release set at November 1. Alice Day and Arthur Lubin are starred. Herman Heller furnished the synchronized score under production supervision of Harold Shumate.

UFA Fire Loss

Berlin—Fire broke out in the UFA Film Company building last week, in the department in which topical pictures are produced. The damage is more serious than was believed at first, valuable negatives and positives having been totally destroyed.

BRUSSELS FEDERATION SESSIONS START TODAY

BRUSSELS—The first sessions of the newly-organized International Exhibitors' Federation which was formed in Berlin recently, will take place here today, with English, German and French representatives in attendance.

The first rules, regulations and creed of the Federation will be drawn up. Leopold Guttman, president of the German Cinematograph Exhibitors Association, has resigned his post as chairman of the Berlin and Brandenburg District Association, in order to devote himself more fully to the work of organization in the Federation.

Roach and Victor

Studios Hook Up

(Continued from page 1)

sound production is operated by Victor.

Mr. Walter W. Clark, General Recording Expert of the Victor Company, will shortly leave for the coast to supervise the installation of the Electrical Research Products equipment for the Victor Company.

In making the announcement of his contract yesterday, Mr. Roach, who left for the coast, said that the combined efforts of the Victor Company and Hal Roach Studios can produce a new type of entertainment that will be happily received by exhibitors and the motion picture field at large."

T.F.'s Talker

Tiffany-Stahl has decided to make "Squad's Right" as an all-talkie. Eddie Gribbon, with plenty of stage experience under his belt, will have the lead and Eddie Cline will direct.

UFA Pittsburgh Office

David Brill, president of UFA Eastern Distributors, has opened a Pittsburgh branch and appointed Jack Cohen manager.

Buy "Night Hostess"

First National have announced the purchase of the New York stage play, "The Night Hostess," and also an original story, "Riviera."

Fox Signs Another

Fox has a new European find. His name is Muni Weisenfreund (they will do something about that name, that's a cinch.) and will be remembered for his impersonation in "Four Walls."

Beban Relatives to Set Funeral Date

Los Angeles Funeral services for George Beban, noted stage and screen portrayer of Italian roles who succumbed to fatal injuries here Friday, will await the arrival of the actor's sisters and son from New York today.

M P T O of Michigan Kalamazoo Convention

(Continued from page 1)

officials and Edgar A. Guest, Michigan's poet, will talk.

The program tomorrow will open with registration of delegates and the start of the business session at 1:00 P. M. Among the principal addresses will be those made by President H. T. Hall, G. A. Cross, W. S. McLaren, General Manager H. M. Richey, W. C. Bunn of Electrical Research and Mayor E. M. Kennedy.

Tuesday's sessions will include the closing business reports and the election of officers and directors and an address by the new president.

"Show Boat" Soon

There is great jubilation around the Universal lot. This is caused first by the daily rushes of their big production, "Show Boat," and secondly the knowledge that the production will be finished right on schedule. In other words there is just ten days more work on the production.

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Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

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EXECUTIVE SECRETARY. LADY with 8 years' experience in film business desires position in Motion Picture Industry. Highest References. Box 111, Exhibitors DAILY REVIEW.

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AN OLD AND WELL ESTABLISHED ORCHESTRAL BUSINESS or Band Providers. Fully licensed, agency for variety, etc. Price \$4,500. Commodious offices, extensive up-to-date library and music. Established 25 years. Open to every inspection and investigation. Write May Walter Orchestrals, 81, Shaftesbury Avenue, London, W.1.

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WHETHER YOU WANT TO HIRE someone or be hired; buy or sell a theatre, trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

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DINNER \$ 1.50

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ALBERT BELA SOBLO'S GYPSY
ORCHESTRA

Direction H. FEINBERG
Formerly Knickerbocker Grill

NOTE: The FOX Advertising Department has had to prepare this standing form to rush out details on the consistent successes of Fox pictures.

again another FOX picture breaks another house record

Street Angel
The River Pirate
Four Sons
Fazil
Win That Girl
Mother Knows Best
Plastered in Paris
Me, Gangster
The Air Circus
Mother Machree
Sunrise
Making The Grade
The Red Dance
Dry Martini

—
Movietone or
Silent Prints

*\$1500 more than
Canada's Biggest Week!*

MOTHER KNOWS BEST

**beat week record held by
"Street Angel" at the Palace
Theatre, Montreal and now
holds record for biggest week
in any theatre in Canada.**

*Talking about talkers—this John Blystone
Movietone now holds International
Records!*

FOX record-wrecker of all time

DAILY REVIEW

EXHIBITORS

Reg. U. S. Pat. Off. — Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 83

New York, Tuesday, October 9, 1928

FIVE CENTS

HOG TYING

In William Randolph Hearst's New York American yesterday the publisher's trial Editor called loudly for a legal censorship (pre exhibition) on stage plays and quoted the distinguished publicist as follows:

"There are certain inconveniences in censorship, certain injustices, in fact, certain dangers, if the censorship system is used.

"But there is nothing in censorship which carries so great a menace to the life of the nation, to the moral standards of the American people, as the appalling degeneracy of the present-day drama.

"The actual process of censorship may not have done so much to make moving pictures cleaner than they were, but the fear of censorship, the dread of what censorship would do to the picture, if the producer transgressed has been almost entirely responsible for the redemption of moving pictures."

For the purposes of discussion let's carry the Hearst idea farther. Daily newspapers—some of them—are offensive to decency and are frequent in their flagrant violations of good taste, good manners and the moral code.

Therefore the New York State Motion Picture censorship law should be broadened to include publication censorship of all newspapers and later of the pulpit and of magazines and books and finally private conversation.

Let's hog tie all forms of human expressions.

If it's right to extend censorship from pictures to the stage, the rest of the program is fully as fair.

It will bring home to publishers and public the fact that all censorship is basically unsound and subversive of liberty.

Censorship is not a cure; it's a poison and it is more dangerous than that which it seeks to cure.

ARTHUR JAMES.

SETTLE RACE - RELIGION CLAUSE

SOME PICTURE!

Metro-Goldwyn-Mayer have a great picture in "Our Dancing Daughters" running this week at the Capitol. It is a "flaming youth" idea, but it is *real* and out-classes anything of its kind ever done in picture heretofore. Great story, fine cast, and excellent direction. Will make plenty of money in any locality and under any conditions.

GRAUMAN TO START "NOAH'S ARK" NOV. 1

LOS ANGELES.—Warner Brothers mammoth super-special "Noah's Ark," made to top any picture the company ever made, will have its world premiere on November 1st, at Grauman's Chinese Theatre, replacing "White Shadows of the South Seas."

Sid Grauman is planning the most brilliant opening for this spectacle that the West Coast has ever seen.

Carrier Off on Wide Beauty Tour Hunt

James A. Carrier, Vice President and Director-General of the International Beauty Tour, Inc., is en route to Europe on the "Leviathan," to select the most beautiful girls in the various European countries for a tour of the entire United States on a "trackless train."

Accompanying Mr. Carrier is Dudley Reed, cameraman, formerly with Metro-Goldwyn-Mayer, who will take pictures of the European trip.

Gotham-Asher, Small and Rogers Form Bristolphone Vaudeville Booking Dept.

As one of the first steps in the creation of the new producing forces of Asher, Small and Rogers with Sam Sax and Budd Rogers of Gotham Bristolphone Photoplays Corporation, is the creation of a new department, already functioning, which will book vaudeville acts, concert artists, radio stars, etc.

This talent will form the nucleus of a comprehensive program of Bristolphone shorts, which will be distributed along with the new Asher, Small and Rogers Productions and the Gotham Productions, all of which are to be made with the Bristolphone disc system.

EXHIBITOR CAN CANCEL BUT HE MUST MAKE HIS CLAIM BEFORE ARBITRATION BOARD

OTHER POINTS DETERMINED

The oft-disputed Section 21 of the Standard Exhibition Contract which deals with the right of an exhibitor to cancel a picture on racial or religious grounds has been interpreted by Gabriel Hess, General Counsel of the Film Boards of Trade, in a complete letter to Louis Nizer, Secretary to the New York Board, in which all the questions raised are answered with finality.

"UNITEAPHONE" SECOND CANADIAN SOUND SHOW

MONTREAL.—The first presentation of a new sound method, and the second public showing of sound films in Canada, occurred at the Rosemont Theatre, a suburban house, several weeks ago.

The advertised showing of "Uniteaphone" on the Rosemont's program was sponsored by the United Amusements, (Continued on page 7)

Ten Hurt in Fort Lee Studio Explosion

Ten persons were injured yesterday afternoon in an explosion and fire at the Metropolitan Studios at Fort Lee, New Jersey. The most severely hurt were taken to the Englewood Hospital.

The explosion occurred while the workmen were sound-proofing one of the stages to convert it into a studio for the taking of talking motion pictures. A composition used in the work threw off a gas that was ignited by a blow torch.

The letter is herewith presented in full for the information of the entire industry and exhibitors in especial.

"(1) The exhibitor is not given the right to cancel or to refuse to exhibit a picture which he claims will be offensive to the public in the place where his theatre is located, because of racial or religious subject matter. Such claim must be presented to the Board of Arbitration in the city out of which the exhibitor is served, after the exhibitor has given the distributor written notice thereof within a reasonable time before the play date of the picture; and it is only after a hearing upon such (Continued on page 7)

"HOME-TOWNERS" OPENS AT WARNER OCT. 23

Warner Bros. will offer their third 100% all-talking picture to the public when George M. Cohan's great success, "The Home Towners," opens at the Warner Bros. Theatre on Broadway, Tuesday evening, October 23rd.

"The Home Towners" constitutes the first comedy presented by Warner Bros. as an all-talking picture.

Bryan Foy directed and Richard Bennett and Dorris Kenyon head the cast.

Publix Units for F-P-L Canada Theatres

Intimation has been given that leading houses of the Famous Players Canadian Corp., in Toronto, Ottawa and Montreal, will offer Publix unit presentations, a circuit of the three cities to be formed as soon as the new Famous Players house in Ottawa is completed. Publix units will be seen at the Capitol, Montreal, and the Uptown, Toronto.

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

ARTHUR JAMES, Editor
W. R. WILKERSON, Publisher

Abraham Bernstein, Managing Editor; Herman J. Schleier, Business Manager. Executive and Editorial Offices, 45 West 45th Street, New York. Telephone Bryant 6160. Address all communications to Executive Offices. Subscription Rates including postage paid, per year United States and Canada, \$10; Foreign, \$15; single copies, 5 cents. Remit by check, money order, currency or postage. Entered as second-class matter January 4, 1926, at the post office of New York, under the Act of March 3, 1879. Published and copyright by Exhibitors Review Publishing Corporation.

Most of our New York City subscribers are furnished their papers by carriers, in order that they will get a more prompt service than that given by mail. Subscribers will oblige by notifying us about any lapse in service.

Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hempstead 1514).

London Office and Correspondence: Samuel Harris, "The Cinema," 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York—George Harvey, not being a drinking man is not at all interested in anything they might sell in bottles over in Toronto where he is going to represent the A.M.P.A. and the M. P. T. O. A. annual convention.

Pete Woodhull says the same horse that runs for Harvey also runs for him at Toronto. Mike O'Toole says he doesn't need to go on record as everyone knows where he stands and falls.

Max Laemmle, a nephew of the Big Chief, who got his film selling schooling working out of Big U, is back from Canada after a very successful eight weeks' sales trip.

Herbert Kaufmann, head of Warner's New York exchange, gave a birthday party Sunday night at the apartment of Dorothea Antell, the crippled actress, and pictures from almost every one of the larger companies were shown.

J. D. Trop, of Bill Yearsley's staff over at World Wide Pictures, may appear a little nervous these days but it is only because he is readying himself to get married in about five weeks, and a man has a right to get nervous.

Milton Simon, special representative of the sales department of Universal, who has been out on a long trip on the road, dropped into the home office yesterday to talk over things with Lou Metzger and Ted Schlanger.

Arthur A. Lee, who went to England three weeks ago for a series of conferences with British producers, arrived home Saturday on the Berengaria, looking so happy that the guess is that everything fell right on the other side.

Rita Josse, Universal's sales promotion girl—with a real rep as such, returned Saturday from a two weeks' sailing trip to Newfoundland and other foreign seaports, all pepped up and now watch those U sales step along.

Phil Reisman, sales manager of Pathe, stopped over at the coast studios on his wide swing over the circuit, and, after looking and listening at and to the sound pictures, wired that home office to get ready to enthuse over some great stuff.

AGAIN WE THANK YOU, GENTLEMEN!

Further Expressions of Good Wishes from Important Persons in the Industry

- - and There Will Be More Tomorrow!

Arthur James

This minute your telegram reaches me advising of your purchase of the Exhibitors Daily Review Stop May I congratulate you on this opportunity for still greater service and wish you the fullest measure of success Stop It is impossible to estimate the usefulness of motion pictures and in the development of this value the trade press has a very definite and important part Stop Kindest personal regards

Will H. Hays

A. James

Congratulations on your expansion. I wish you every success.

Harry M. Warner

Arthur James

Congratulations on your purchase of Exhibitors Daily Review Stop In enlarging your trade paper activity your knowledge and experience in motion picture business should prove great asset to industry as a whole

Adolph Zukor

Arthur James

Exhibitors Daily Review

It gave me a great deal of pleasure to learn that you had bought the Daily Review. I am certain that under your inspiring leadership, the paper will attain a splendid and most useful position in this industry.

Carl Laemmle
President, Universal Pictures

Arthur James

Dear Arthur glad to see you now have daily as well as weekly and welcome your entering into this new publishing field. Kindest regards

Jimmy Grainger

Arthur James

Accept my congratulations on your acquisition of Exhibitors Daily Review and best wishes for your success with the publication Stop Best regards

S. R. Kent

Arthur James

I learn with very considerable satisfaction that you have acquired ownership of Exhibitors Daily Review Stop As editor of Motion Pictures today you have been constructive not destructive the industry is to be congratulated on having daily as well as weekly contributions from your fluent pen

C. C. Pettijohn

Arthur James

Accept sincere congratulations upon your purchase of Exhibitors Daily Review Stop Your clear vision on picture problems has aided hundreds in this business and I am sure that the new deal will double the values you will give your subscribers Stop Your many friends here at Metra-Goldwyn-Mayer are all with me in appreciation of this latest demonstration of your enterprise cordially

Cecil B. DeMille

Arthur James

Exhibitors Daily Review

Congratulations on the purchase by you of the Exhibitors Daily Review and wish you success in the undertaking. I feel no one is better equipped to make it succeed than yourself

P. A. Powers

Arthur James

Exhibitors Daily Review

When independence and intelligence get together it is a great combination with which to go into militant action Stop I believe the Daily Review under your able guidance will be a fine influence as well as a great credit to the industry Stop Best wishes always

Douglas Fairbanks

Arthur James

Exhibitors Daily Review

I have always regretted that your constructive messages were only available once a week. It therefore makes me very happy to know that through your connection with the Exhibitors Daily Review that the industry will hear from you every day. Good Luck and Lots of It.

R. F. Woodhull

Arthur James

Congratulations on your increased activities and best wishes for success

Colvin W. Brown

Arthur James

The acquisition and personal management of Exhibitors Daily by Arthur James should be great news to the entire industry Stop I never fail to read today whether James's or Brisbanes because I read truth and always learn something new Stop Now I will be able to read both every day instead of weekly Stop Under Arthur James Today and Exhibitors Daily will be worthy dignified mouthpieces of our profession Stop More power to you congratulations and success

M. H. Hoffman

Arthur James

Congratulate you on acquisition Exhibitors Daily Review Stop Can't think of a better man who should be putting his genius, resourcefulness and sturdy sense of always battling for right than Arthur James. Wish you a long career of prosperity and success

Asher Small and Rogers

Arthur James

Congratulations to you on your acquisition of Exhibitors Daily Review and very best wishes that under your management this publication will be developed into one of wide usefulness and service in the motion picture industry

Martin J. Quigley

Arthur James

We salute your acquisition of Exhibitors Daily Review and know that this is an indication of wider scope greater power and militant editorship such as you deserve Stop Count on us to continue the friendship and co-operation which we have learned is so well appreciated in the past.

Sam Sax—Budd Rogers

Sound or Silent—

FOX

**KNOWS
BEST**

**THE
AIR
CIRCUS**

**The
RED
DANCE**

**MOTHER
MACHREE**

**WIN
THAT
GIRL**

SUNRISE

**The
RIVER
PIRATE**

**STREET
ANGEL**

FAZIL

**FOUR
SONS**

FOX HILLS STUDIO

MOVIETONE CITY

**WILLIAM
FOX
PRESENTS**

MOTHER

**EDNA FERBER'S
BEST STORY**



and now ~

"Mother Knows Best" has box-office value because of its engrossing story, its interesting romance and its cast.

—N. Y. Graphic

A splendid motion picture, well done and superbly acted.
—Motion Pictures Today



This is in. A peach of a woman's picture and of wide appeal to all classes.
—Film Daily



FOX knows best the

KNOWS BEST

MADGE BELLAMY~LOUISE DRESSER~BARRY NORTON
JOHN BLYSTONE PRODUCTION

A sure-fire in the regular houses.
Fox's first real dialog picture, a
most worthy and class effort.
—Variety



Has everything that spells enter-
tainment. You'll like it.
—N. Y. Evening Journal



Fascinating tale. Well worth
seeing.
—N.Y. American



A dandy picture. Madge
Bellamy and Louise Dresser
give magnificent perfor-
—N. Y. Daily Mirror



Highly entertaining, with cap-
able acting and sound direc-
tion.
—N. Y. Times



A superior picture. Worthy of
your consideration and atten-
dance.
—N.Y. Herald Tribune



It looks as tho when it comes to
buying a corking story and
sticking to it, "Fox knows
best."
—Exhibitors' Daily Review



See and hear the best thing in
this town... go to the Globe.
—N. Y. World.



modern taste in pictures

BRISTOLPHONE

ASHER, SMALL and ROGERS announce to the trade:

After making a thorough examination of all synchronizing devices, we have come to the conclusion that Bristolphone is without doubt the most desirable. For human quality of dialogue, for proper volume and tonal effects, we believe it is the peer of all present devices. When you add to this its unique re-synchronizing feature which makes it possible, in case of accident, to immediately re-synchronize the picture, you have a system that achieves the peak of perfection.

For these reasons, it is a pleasure to announce that we have formed a corporation with Budd Rogers and Sam Sax of Gotham Productions, to distribute and service the Bristolphone machines, and to produce features and short subjects synchronized with the Bristolphone disc system.

ASHER, SMALL AND ROGERS

BRISTOL

PHONE

IN associating ourselves with Asher, Small and Rogers, we feel that we have reached a point of development in motion picture activities, commensurate with the great advent of sound on the screen. The enviable record of Asher, Small and Rogers, collectively and individually, as producers of outstanding productions such as, "McFadden's Flats," "Cohens and Kellys," "The Gorilla," "Classified," "Ladies Night in a Turkish Bath," "Shepherd of the Hills," and others, is a substantial part of the industry's box-office history.

Their interest in the distribution and servicing of the Bristolphone system is the finest endorsement that could be made for this device. The participation of this enterprising and successful firm of producers in the making of features and short subjects with sound and dialogue, is an assurance of results that will meet the most critical needs of the box-office. We see in this association, a most complimentary confirmation of all we had hoped for in Bristolphone.

GOTHAM PHOTOPLAYS CORP.
Sam Sax, Pres.; Budd Rogers, Vice-Pres.



United Artists to Finance Tolstoy's "War and Peace"

Associates with Russian-German Film Combine For Production

LUNARCHARSKI SCRIPT

By **SAM HARRIS**
"Today's Cinema"

A Russian-German-American film-producing agreement is in the making, whereby the Mesjrabpom-Russ company, whose contract with Derussa has expired and has thus far not been renewed, will become associated with the Prometheus Company, in the production of Tolstoy's "War and Peace" and other productions.

The third entity in the triangle is United Artists, which will also be associated with this group in the making of pictures, and which will half the negative cost of "War and Peace." From different sources in New York, there will be no skimming of the surface of this matter. It will be gone into in a thorough manner.

Lunarcharski, the Russian Commissioner for Education, is to write the script. In the new films which are projected, Russian, German and English players will appear. Maria Jacobini and Bernard Goetzke will have the leading roles.

Associated with Prometheus in the new combination is Lander-Film G. m. b. h.

United Artists expect to release "War and Peace" in the United States as one of their big specials in 1929.

ONLY SYNCHRONIZATION FOR U "SHOW BOAT"

"Show Boat" which Universal is now making, will finally appear before the public synchronized with sound throughout. Although there are no difficulties existing at the present time between Florenz Ziegfeld and Universal, over the right to reproduce dialogue from the play, there will be no dialogue in the first Universal version of the current stage production at the Ziegfeld Theatre.

This decision by Universal follows reports from the West Coast that the film would contain dialogue.

PUBLIX ROBBERY!

CHICAGO.—The Chicago Theatre was held up Sunday night by a lone robber who herded five employees into the Treasurer's Office, and escaped with \$6,400. This makes the fourth major theatre robbery in the Loop in the past year.

Shortly afterwards, two stick-up men robbed the Belpark Theatre in Chicago of some \$2,800.

Tunney For Talkies

Gene Tunney may appear as the star of a talking picture, if plans go through. He has been offered the starring role in a talking version of Jeffrey Farnol's "The Amateur Gentleman" which was screened some years ago by First National, as a silent film.

SCHULBERG-FINEMAN HERE FOR CONEERENCE

Mr. and Mrs. B. P. Schulberg and Bernie Fineman are leaving Hollywood today for New York.

Mr. Schulberg is leaving to confer with Adolph Zukor and Jesse Lasky on production plans for the coming year.

Bernie Schulberg will spend three weeks in the big city looking over stage plays.

"Missing Man" Pathe 100% Dialogue Starts

"The Missing Man," a stage play by John Posner, the eminent European playwright, and Benjamin Glazer, will be put into production at once as Pathe's first one hundred per cent talking picture.

The decision to put the play into production was made immediately on the return of Joseph P. Kennedy from Europe. Work of casting the picture has already begun at the Pathe Studios in Culver City. Production will be under the supervision of Benjamin Glazer, in charge of sound production for Pathe.

Drexel in Fox Talkies

Nancy Drexel, petite blonde, who distinguished herself in "4 Devils," F. W. Murnau's latest picture for Fox Films, is to have her first talking part in "Dolls and Puppets," a short Movietone subject. She has been cast for the lead.

Gilbert Won't Sign

John Gilbert has returned to Hollywood from New York. He says his contract with Metro-Goldwyn-Mayer will not expire until May, but at that time he would not renew with M.G.M. but would go with another organization.

Schurlock Promoted

Geoffrey Schurlock has been made scenario editor of Paramount. This makes this kid one of the big shots and comes as a compliment to his great ability.

Elder Leaving P-F-L

Ruth Elder will finish her work at Paramount after the production of "Moran of the Marines." This will be quite a surprise to a few believing that Paramount had an ironclad contract with this pretty aviatrix. But Ruth got too "gubby," she wanted all the money in the Paramount treasury, and they had other places for some of that money.

Sennett Reported To Produce "Educationals"

Coast reports seem to indicate that Mack Sennett will make a series of sound comedies for Educational release. Earl Hammons, president of Educational, said "nothing has been signed as yet, but we are talking." W. B. Frank, Sennett's New York representative said "there is nothing to it."

STUDIO GOSSIP

We hear that when Myrna Kennedy's contract expires in November, Charlie Chaplin will not renew wit. This will probably be good news to Myrna, for since signing with Chaplin over a year ago, she has only appeared in one picture. She will not want for a job, for we know of two big studio's that are after her service.

M. H. Hoffman, the Tiffany in Tiffany-Stahl is greatly enthused regarding the work of Sally O'Neill in the production "Broadway Fever." This used to be known as "Applause."

Jack Norworth having finished his work in the Texas Guinan picture, has transferred his makeup box to another studio for a series of two reel talking and singing, shorts.

Ethel Wales has been given a good part in the Paramount production of the James M. Barrie play "Half an Hour."

Earl Derr Biggers, popular novelist, whose mystery story, "Behind That Curtain," has been bought for screen production by Fox Films, has arrived in New York from California. While in Hollywood he visited the Fox studio, where he renewed acquaintance with many old friends, and talked over the picture values of his best seller with Winfield Sheehan, vice-president and general manager. "Behind That Curtain" will be an all-dialogue Movietone feature.

Mary Alden has been assigned one of the leading roles in the Paramount picture "Someone to Love." Charles Rogers will be starred.

James Hall, Gustave von Sefferitz and Emily Fitzroy, have been added to the cast of "The Case of Lena Smith" in which Esther Ralston will play the leading role.

Alberta Vaughn, has been signed to play the lead opposite Eddie Quilan in the Pteh production of "Noisy Neighbors."

Jack White, Educational comedy producer, is returning to Hollywood in a few days with plans for the coming year. Arrangements have been made for the installation of sound recording devices in the Educational studio.

Milton Sills and Dorothy Mackaill are to begin work tomorrow for the talking sequences to be added to "The Barker." Corinne Griffith will do some talk for the "Divine Lady" also. All will do their stuff on the Vitaphone stages of Warner Brothers.

The Tiffany-Stahl production of "Squads Right" will have a cast in addition to Eddie Gribbon of Dorothy Sebastian, Buster Collier and Georgie Stone.

William Powell has been assigned the role in the Paramount production of "Four Feathers" that was to have been played by Arnoll Kent.

Chaplin Pinched!

Charlie Chaplin was sitting in Jules Furthman's car parked on Hollywood Blvd., when a big cop walked up and yelled "Do you own this car?" To which Charlie replied, "No!" I think it belongs to a guy by the name of Chaplin.

Says the cop, "I suppose it is that movie actor." He wrote a ticket, handed it to Chaplin with the remark, "when he comes back, tell him Jackie Coogan was around and left his card."

Julian Testing

The world's most unique "screen test" is being conducted these days in Rupert Julian's big home up on the hills of Hollywood.

Julian has been signed to direct Metro-Goldwyn-Mayer's first mystery thriller with sound effects and dialogue. And although no cast has been gathered as yet for the film, several actors and actresses have already approached Julian.

"What I want, among other things, in this mystery tale," Julian tells them, are some spine-chilling shrieks. If you can shriek a shriek that would scare a coyote on the desert at night, I may consider you."

"Come up and let me hear you scream a bit," he invites them with a grin.

And so the residents of Primrose Lane, which runs along in back of Julian's Hollywood house, have been getting "previews" of a sound picture this week that would curdle the blood of a saint.

WAFILMS, Inc.

Walter A. Futter, Pres.
for
Library Stock Scenes
130 West 46th Street New York
Bryant 8181

Classified Advertisements

Advertisements in this column, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

POSITIONS WANTED

EXECUTIVE SECRETARY. LADY with 8 years' experience in film business desires position in Motion Picture Industry. Highest References. Box 111, Exhibitors DAILY REVIEW.

FOR SALE

AN OLD AND WELL ESTABLISHED ORCHESTRAL BUSINESS of Band Providers. Fully licensed, agency for variety, etc. Price £4,500. Commodious offices, extensive up-to-date library and music. Established 25 years. Open to every inspection and investigation. Write May Walter Orchestras, 81, Shaftesbury Avenue, London, W.1.

MOTION PICTURE AND "STILL" cameras rented, sold and exchanged. Portable lights for sale and for rent. Keep us advised of your wants. Ruby Camera Company, 727 Seventh Avenue, New York City.

LOCAL FILMS

MOTION PICTURES MADE TO ORDER. Commercial, Home or Industrial. We have excellent facilities and the best cameramen. Our price, 20c per foot. Ruby Film Company, 727 Seventh Avenue, New York City.

BUSINESS OPPORTUNITIES

WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

Schenck Schedules All U. A. Stars for Dialogue

DAILY REVIEW

EXHIBITORS

Reg. U. S. Pat. Off. — Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 84

New York, Wednesday, October 10, 1928

FIVE CENTS

Poison

That New York American is whamming away some more for a censorship of the stage and telling the wide world that it's the fear of censorship that has kept the movies clean. Now here are the facts.

The movies are clean because their success was founded on their wide appeal to the masses of the people and they learned years ago that the masses of the people don't like dirt. Motion pictures are a family institution and families are not dirt consumers.

* * *

The picture business protected itself against a misguided and mistaken minority of dirt boys by setting down clean rules and by living up to them. Censorship never did this. Censorship isn't intelligent enough to do anything constructive.

* * *

What's the use of crying aloud for stage censorship when the police power can be, has been and is being invoked to protect the public from obscenities and perversions? The man who calls for censorship is as dumb as the man who supports a Brookhart bill for the Federal control of pictures. He is willing to take prussic acid for a toothache and cyanide for a sore finger.

* * *

Our two great national vices are hypocrisy and stupidity. In the picture business we have found that censorship embraces both and they are bad medicine for liberty of thought, freedom of action and an unhampered progress.

Oh, Willie, lay off that poison!

ARTHUR JAMES

FOX HOLDS KEY POSITION IN FIRST NATIONAL DEAL

VICTOR TO JOIN RCA IN K-A-Q BUY

According to those on the inside of the RCA negotiations for the purchase of the Keith-Albee-Orpheum chain and FBO Pictures, a third entity will join in the combination, this time, the Victor Talking Machine Co.

Negotiations have been going on for some time between Radio Corporation and Victor for many months with a (Continued on page 2)

"Mother Knows Best" Leaves Globe Saturday

"Mother Knows Best" the picture from Edna Ferber's story in which Madge Bellamy and Louise Dresser have Movietone sequences is now in its last week at the Globe Theatre. The run ends on Saturday, when the theatre reverts to musical comedy.

"Annapolis" Preview

The Pathe production, "Annapolis," featuring John Mack Brown, Jeanette Loff and Hugh Allan, was presented at the U. S. Naval Academy in Annapolis last Monday night, October 1, as a special showing to the Superintendent of the Academy, Real Admiral S. S. Robison, and the academic department heads.

Butterfield To Wind Up M.P.T.O. Mich. Convention

BURRELL BACK WITH AZORES CABLE FILM

Charles W. Burrell, of Western Electric, has returned from the cable-laying expedition to the Azores with a corking 4-reel motion picture record of the complete laying of a deep-sea cable to that island.

The pictures were shot by Walter Pritchard and Burrell.

B'KLYN PARAMOUNT TO OPEN NOV. 24

Sam Katz, president of Publix Theatres, has announced that the new Paramount Theatre at Flatbush and De Kalb Avenues, Brooklyn, will have a gala opening on November 24th. The house seats 5,000.

A special exploitation campaign is being organized by Publix to "help bring Broadway to Brooklyn," B. H. Serkowitz is in charge of this work.

PETTITJOHN-WOODHULL AT OMAHA OCT. 24-25

OMAHA.—Two of the principal speakers at the Convention of the Motion Picture Theatre Owners of Nebraska and Western Iowa, at Omaha on October 24 and 25, will be Charles C. Pettijohn, General Counsel of the Hays organization, and President R. F. Woodhull of the M. P. T. O. A.

Elmer Pearson, now living in Nebraska will also attend the Fall meeting and give his opinion of the industry and its problems. There will also be the annual election of officers.

Merge or Sell — They First Must Ask William!

BOLAND STOCK ASTRAY

William Fox—ah, what a man—holds the key to the First National situation. There can be no deal, no sale, no acquirement, no merger with Warner Brothers or anybody else unless they first ask Bill.

Skouras came to town and had things well in hand and brought Tom Boland in from Oklahoma City, for Tom was an original franchise holder and accordingly possessed of a neat and important slice of stock. He was offered a price on a forty-five day option. It was a neat price, well over \$100.00 a share. The option was ready to sign and then the telephone rang. Some friend of Mr. Boland wanted to talk to him. Would he please hurry? It was important.

Well—Boland went out and when he came back he was minus his stock but he had in his pocket exactly (Continued on page 2)

RUBEL RESIGNATION ACCEPTED BY LAEMMLE

Mr. Beno Rubel, who has been associated with the Universal Pictures Corporation in an advisory capacity, has tendered his resignation to take effect at Mr. Laemmle's convenience. Rubel has been acting as Mr. Laemmle's assistant but feels the need of a long rest. His resignation has been accepted with deep regret by Mr. Laemmle.

Buckley Returns

Harry D. Buckley, Vice-President of United Artists Corporation, has returned to New York after a month's tour of United Artists' exchanges and theatres.

Farnol Resigns

Lynn Farnol, publicity representative for Sam Goldwyn in the East, for the past year and a half, has resigned and will go with George Tyler, the theatrical producer, as general press representative.

DAILY REVIEW

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Most of our New York City subscribers are furnished their papers by carriers, in order that they will get a more prompt service than that given by mail. Subscribers will oblige by notifying us about any lapse in service.

Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hempstead 1514).

London Office and Correspondence: Samuel Harris, "The Cinema," 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York—Harvey Day, just back from a three weeks' western trip, is thinking seriously of joining up with the Motion Picture Club as a charter member — just thinking . . . Sam Harris, London publisher, who has given through the A.M.P.A. a handsome trophy to be presented to the publicity or advertising man who has done the most meritorious thing, will be in attendance at the A.M.P.A. on Nov. 12 to make the award and presentation . . . Charlie Burrell, head of the motion picture department of Western Electric, has returned from the Azores with a remarkable undersea pictures of the laying of a cable, and those who have seen the picture say it is a knockout . . . Nat Rothstein post cards from Lucerne that he had found a wonderful location for a melodrama on top of the Jungfrau, and will now move to Pisa and lean against the tower . . . Neil Kingsley and Charles Hoyt, two of the king pins of publicity, have hooked up together and will handle stage and screen stars who look as though they had a lot of stuff that should go well in sound pictures . . . Jack Bower, for many years in the distributing end of the picture business out on the coast, is in New York and being shown around the hidden and open ways by Guy Morgan, said to be a competent daylight guide . . . Dr. George Casuso, prominent film attorney from Havana, is spending a couple of weeks in New York combining business and vacation . . . C. C. Burr says the advent of sound in pictures has brought about a condition where an independent producer such as he is, has no need of a hook up with one of the distributing companies, so it is a hunch that Johnny Hines pictures will go direct to theater owners . . . Bennie Schulberg and Bernie Fineman are now enroute to New York and will arrive about the end of the week, the former for conferences with Zukor and Lasky and the latter to look at a lot of shows.

CONTINUING OUR THANKS

More of the Pleasant Expressions from Industry's Leaders, and We're Proud to Print Them

Arthur James
Exhibitors Daily Review

Congratulations on your purchase of Exhibitors Daily Review and best wishes for continued success in your enlarged field of trade paper activity. I like your program as outlined in this morning's announcements and sincerely hope you achieve your ends. Regards.

Jesse L. Lasky

Arthur James
Exhibitors Daily Review

Please accept my congratulations on the acquisition of the Exhibitors Daily Review. I am confident it will prove of great service to our industry.

Mary Pickford

Arthur James
Exhibitors Daily Review

Congratulations on your acquisition of the Exhibitors Daily Review. I admire your courage in shouldering the editorship of two publications and I wish you great success. Most sincerely

Joseph M. Schenck

Arthur James
Exhibitors Daily Review

Your acquisition of the Exhibitors Daily Review means that there is added to the thoroughness, accuracy and fairness of this trade paper the progressive, militant and persuasive spirit of one who has a keen sense of distinguishing between right and wrong. Not only you but the industry is to be congratulated.

Louis Nizer

Atty. and Executive Secy.
N. Y. Film Bd. of Trade

Arthur James
Exhibitors Daily Review

Best of luck for a deserved success.

William Brandt

Arthur James
Exhibitors Daily Review

Permit me to congratulate you on the extension of your Trade Paper activities in the acquisition of the Exhibitors Daily Review. Knowing your wide journalistic experience, both in the regular newspaper field and trade paper circles, I am sure that your editorial direction of the Daily Review will add immeasurably to the worth of that already much appreciated paper.

M. J. O'Toole

Arthur James

All good wishes to you for even greater success.

Sam E. Morris

Arthur James
Exhibitors Daily Review

Congratulations on your acquisition of Daily Review. Best of good fortune.

Joe Brandt

Arthur James
Exhibitors Daily Review

I nominate you to be the editorial prosecuting attorney for this business which certainly needs one. On behalf of World Wide Pictures I wish you the success you deserve.

Joseph S. Skirboll

Arthur James
Congratulations. I know you will put it over.

A. P. Waxman

Arthur James
Congratulations on your acquisition of Exhibitors Daily Review. Your virile pen should find this a splendid field in the covering of daily news.

George W. Harvey

Arthur James
Exhibitors Daily Review

Best — indeed my very best — wishes are for the success of the Daily Review under your direction and ownership, should I, for accuracy, have said part ownership?

G. L. H.

Arthur James
Exhibitors Daily Review
"Here's to you and the Daily Review." The combination should make for tremendous success. Kind personal regards and all good luck.

Pat Garyn

Arthur James
Exhibitors Daily Review
If only a small percentage of your friends are sending their congratulations, you must be snowed in under a veritable avalanche of good wishes. Best o' luck.

J. D. Trop

Arthur James
Exhibitors Daily Review
Here's wishing you the best of luck in your new enterprise.

Wm. A. Johnston

Fox Holds Key Position In First National Deal

(Continued from page 1)

\$200.00 for every share he parted with and he parted with all of it. The stock is now owned by William Fox and incidentally the Boland holding is said to have given him enough to make up a little over one-third of the total stock ownership in First National.

According to the First National charter there can be no major deal without the consent of a full two-thirds of the stock holdings, so that whenever a deal is made, as was noted in the opening paragraph, they must first ask Bill.

Scott on Tour

Harry Scott, short subjects sales manager of Pathe, is on a tour of the exchanges making Detroit his first stop and his itinerary includes Chicago, St. Louis, Oklahoma City, Tulsa, Dallas and Memphis.

Victor To Join RCA in K-A-O Buy

(Continued from page 1)

plan to develop the cooperating and distribution departments of both companies.

No definite information could be obtained yesterday from K-A-O or the RCA crowd relative to the final closing of the papers, but this formally depends on how soon all the details can be ironed out.

Bellamy's New One

"Winnie" Sheehan, Fox g. m., has changed his mind regarding the next picture for Madge Bellamy. It was to have been "Subway." Now it is "Exiles," a story that the Fox organization acquired quite a while back. Madge will play the role of a cabaret girl. William Beaudine will direct.

Capitol Record

Major Edward Bowes takes pride in announcing that close to sixty thousand people attended the Capitol Theatre last Saturday and Sunday, shattering all previous week-end records for this theatre, on the Capitol's first sound program.

100 in Chorus

Warner's are going about the making of the operetta, "The Desert Song," in a manner that augurs for an excellent picture when finished. They have a chorus of 100 voices for this Vitaphone release.

Cummings Assigned

Due to the painful injury sustained by Raoul Walsh, Irving Cummings has been assigned the direction of the Fox production of "In Old Arizona." The company is now on location in Utah.

Universal Sensations

No. 607—*Straight from the Shoulder Talk* by Carl Laemmle,
President of the Universal Pictures Corporation.

YOU KNOW, OR YOU OUGHT TO KNOW, THAT UNIVERSAL HAS more quality productions ready right now than most companies have in a whole season!

YOU KNOW, OR YOU OUGHT TO KNOW, THAT IN ALMOST EVERY instance where Universal has approached a big circuit buyer this year the product was sold as soon as it was shown.

THE BIG BUYING BOOM IS ON WITH A VENGEANCE. THE EXHIBITORS who cannot afford to equip their houses for sound have suddenly awakened to the fact that they've got to have the best silent pictures in the world and they know that every silent picture Universal has made has got quality stamped all over it.

EVEN THE HOUSES WHICH ARE PLANNING TO WIRE THEIR THEATRES are awake to the fact that Universal has got what they must have, whether silent or sound.

THERE NEVER HAS BEEN SUCH AN AVALANCHE OF TELEGRAMS and letters praising a picture as are coming in right now on "Uncle Tom's Cabin." This is the year's mop-up, whether silent or synchronized.

AND "THE MAN WHO LAUGHS" IS BANGING ITS WAY TO TRIUMPH AND PROFITS EVERYWHERE.

AS GREAT AS YOU THOUGHT "THE CAT AND THE CANARY" WAS, you ought to know that "The Last Warning" has got it lashed to the mast for solid substantial box-office value.

WHAT ARE YOU PLANNING TO DO ABOUT "LONESOME" WHICH HAS won the applause of the critics in both its silent version and as the perfect combination of sound, music and dialogue? Also Carl Laemmle's first 100% talking picture—"The Melody of Love" in which all the characters speak their lines? How much time are you going to save for "The Cohens and Kellys in Atlantic City?" And did you know that "The Girl on the Barge" has already been tried out with terrific success?

DID YOU KNOW THAT HOOT GIBSON'S "KING OF THE RODEO" IS actually greater than "The Calgary Stampede?" And do you realize that Universal in all its career never turned out better Denny pictures, LaPlante pictures and Tryon pictures than it is ready to book to you right this minute?

THE ONLY REASON ON EARTH WHY THIS IS PROVING TO BE THE most sensational year in Universal's history is because we've got quality pictures—not just one or two or three or four, but a whole load of them—and most of them are completed and ready to show!

ALL OVER THE WORLD THE BOOKING OF UNIVERSAL PRODUCT IS TAKING ON AN EXCITING TURN.

YOU CAN'T GET ALONG WITHOUT IT AND UNLESS YOU SIGN UP for our whole list of tremendous hits you are going to regret it as sure as fate!

Greatest Picture Ever Made On the Sub

IS IT A MENACE?

Is Contract Marriage
Destroying The Family?

Is It Tearing Down
Everything That Is
Sacred, Holy And Good?

A PICTURE OF INNUMERABLE
EXPLOITATION ANGLES

DIRECTED BY JAMES FLOOD

JACK SAVAGE



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NEW YORK CITY

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THE WOMANHOOD
OF AMERICA

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PRODUCTION

WITH AN EXTRAORDINARY
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RALPH EMERSON
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AN EPOCH IN MOTION
PICTURE ENTERTAINMENT
THE MOST DARING
PICTURE OF ALL TIME
IT IS ENTERTAINMENT



TIFFANY-STAHL PRODUCTIONS INC.

1540 BROADWAY

NEW YORK CITY

TIFFANY-STAHl PLANS GREATEST FAIRBANKS TO TALK IN "MASK"

"Loves of Sappho" To Be John M. Stahl Epic Film

NEGRI FOR LEAD

By JOE BLAIR
Hollywood Correspondent

Tiffany-Stahl having sneaked through the field with a personally directed John M. Stahl picture in the production of "Marriage by Contract," are secretly preparing another one, and in point of production, direction, story and expense, the most ambitious that organization has ever had. You can't get anyone around the T. S. lot to talk about it, few of them know and those in the know will only look and smile.

But the cat was let out of the bag yesterday in a rather unusual way when it was whispered about the lot that Milton Cohen, Los Angeles Attorney, was closeted with John M. Stahl for over an hour. And walking around a bit we heard that the company had several writers working on different treatments of "The Loves of Sappho."

Putting two and two together, this is what we have. Stahl will personally direct "Loves of Sappho" and Pola Negri, is being imported from her dear Europe to enact the leading role, and this production is pointed for the heights, in so far as T. S. is concerned.

Milton Cohen is attorney and personal manager for Negri and when asked regarding the possibility of her returning to America for a picture, he had nothing to say.

We might be wrong on this yarn, but everything looks as if it is set.

New Comerford House

The Comerford Amusement Company has let contracts to Scranton builders for a new theatre to be built for the chain, at Olyphant, Pa.

The new theatre will be on Lackawanna Avenue near Hull Street and will seat 1,750. It will be equipped with Vitaphone and Movietone apparatus and will handle vaudeville.

Shooting Zeppelin Trip

The only cameraman aboard the giant German dirigible, Graf Zeppelin, as it crosses the Atlantic to the United States today, is Robert Hartman, staff cameraman of the Hearst Newsreels, which produces M-G-M News.

Wesco To Build New \$1,300,000 Theatre

SPOKANE.—Construction will start within the next sixty days on the new West Coast Theatre building, which is to cost \$1,300,000. Harold B. Franklin is organizing the plans for it now.

Pathe's Talkie

After seeing "Show Folks," Pathe officials decided to remake part of it with sound, feeling that the story offered excellent opportunities for talking. Lina Basquette and Eddie Quillan are featured in the picture.

STUDIO GOSSIP

Paul Gertzman, the French boy who pestered Jesse Lasky into giving him a job, will have a good part in the Paramount production of "The Wolf of Wall Street." This comes as a reward for his good trouping in the Menjou picture, "His Private Life."

Paul Scofield, is doing another for Universal. He is adapting the novel "Little Miss Satan" that will be made into a picture by Wesley Ruggles for Laura La Plante.

The cast for "The Diamond Master," Universal's mystery story consists of Louise Lorraine, Hayden Stevenson, Louis Stern, Al Hart and Monte Montague. Jack Nelson will direct.

Lia Tora, Brazilian importation on the Fox lot, is doing a Harry Lauder on the Fox lot. Instead of availing herself with the comfort of a maid, while working on a set, beautiful Lia is putting this money in the bank and having her kid sister put on the apron.

Ray Enright is replacing Archie Mayo as the director of the Warner picture "Kid Gloves." Mayo will be given another assignment immediately.

A pot of paint and a brush is all that Jack Mulhall requires to keep his Tuxedo shirt bosom a glossy white these days. Mulhall, featured with Alice White in First National's "Ritzy Rosie," has a scene in which his shirt front suffers from spilled soup. In taking the scene from various angles, Director Mervyn LeRoy saved a great deal of time by permitting Mulhall to continue to wear the same shirt, but paint out the stains after each camera shot.

"The Lawless Legion," the next Ken Maynard picture, was started by Director Harry J. Brown, who has been production supervisor on all of the Maynard pictures.

To give some of you an idea about the enormous money spent each year by the Hollywood studios, get this: Universal last year spent more than \$675,000 for extra talent alone, at the rate of \$7.50 per copy.

Word comes out of the Tiffany-Stahl studio that with the release of "The Spirit of Youth" pictures will see a new Dorothy Sebastian. The work this little lady is doing in this production will disarm most every critic. T. S. seems to be doing great work in making a star out of Dorothy for Metro-Goldwyn-Mayer.

Reginald Barker, has started his third special for Tiffany-Stahl. It is "New Orleans." Ricardo Cortez is being starred with Buster Collier and Alma Bennett have important roles.

We will very likely, see some new wrinkles in bath-tubs now that C. B. DeMille has decided to do a society ditty for his first M-G-M production.

Voices of All U. A. Stars To Be Heard Except Chaplin's

"DOUG" TO MONOLOGUE

Following on the heels of the exclusive story in the Daily Review a few days ago to the extent that Joseph M. Schenck, president of United Artists, had backed down to a great extent in his attitude towards talking pictures, comes the announcement from United Artists that Douglas Fairbanks, who has steadfastly refused to do any talking in his pictures, will not only put talk in his latest production "The Iron Mask" but will do most of the talking himself.

Slowly but surely, all of the bulwarks that have held out against the talkies are being demolished. Last week Mary Pickford joined the growing throng, and from information direct from U. A. it becomes certain that all their star and feature players will speak lines in all future productions, except Chaplin.

Fairbanks, it is said, will employ a novel method in supplying talk for "The Iron Mask," in that, direct monologue or soliloquy, rather than that of dialogue with other characters will be used. Motives and intents of the characters will be revealed by them directly to the audience. As an instance, Fairbanks, at the beginning of the picture will voice the spirit of the story.

Haines Returns to N. Y.

William Haines returns to New York today after paying a visit to his home town, Richmond, Virginia. His mother accompanies him to New York and will go with him to the coast next week.

United Artists Stuck

In a big hearted moment, United Artists loaned their little Mexican star, Lupe Valez, to Paramount for a role in "The Wolf Song." Now they want Lupe back for the lead in the Harry Richman production of "Say It With Music," but she won't be ready. They are on the look for another girl.

New Dove Picture

The next production scheduled for Billie Dove by First National is "The Man and the Moment" by Elinor Glyn. It will be directed by George Fitzmaurice.

Santell to New York

Al Santell, the director, left Hollywood yesterday for New York. He will select locations for the Sam Goldwyn-Vilma Banky picture, as yet untitled.

Laurel-Hardy

The next Stan Laurel-Oliver Hardy Hal Roach comedy will have a skyscraper theme. This will give these extremely funny fellows an opportunity to "faw down."

THINGS WE DO NOT BELIEVE

(From Universal Publicity Dept.)

"So pressing is the demand for Universal's first one hundred percent talking picture, "The Melody of Love," that they are cutting the print in airplanes while it is being delivered. A Universal City cutter spent an hour cutting a "Melody of Love" print enroute to San Francisco for showing at Pantages Theatre."

They probably developed it while passing through a dark cloud.

Fox Completes Three

With the completion of three new pictures in one week, Fox Film Corporation is keeping abreast of its elaborate schedule of releases. The newly finished screen plays are "Taking A Chance," Rex Bell's latest starring vehicle, directed by Norman McLeod, Emmett Flynn's production, "The Veiled Woman," with a cast headed by Lia Tora, Brazilian beauty, and Paul Vincenti, Hungarian leading man, and "Husbands Are Liars," written and directed by Ray Cannon, with June Collyer and Conrad Nagel in the leading role.

Bobby Vernon Back

Bobby Vernon, Christie comic, is back at the studio, having been away for some time due to an illness that centered in his back and diagnosed by physicians as having been caused by his taking so many "falls" during the making of his many comedies for Christie and others.

McAvoy in "No Defense"

May McAvoy, and not Lila Lee will play opposite Monte Blue in the Warner production "No Defense." Miss Lee is working on another picture and Lloyd Bacon, who is to direct this picture, was all set and ready to go.

ZAKORO DEMONSTRATES NEW SOUND DEVICE

A special demonstration of the Prima Vox, the latest invention in sound equipment, will be given by the Zakoro Film Corp., motion picture distributors, at the St. George Playhouse, 100 Pineapple Street, Brooklyn, tonight at 9:40 o'clock. The film to be shown is a current news reel which will be offered in addition to the regular program.

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DAILY REVIEW

EXHIBITORS

Reg. U. S. Pat. Off. — Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 87

New York, Monday, October 15, 1928

FIVE CENTS

Monday A. M.

This morning actual shooting begins in Paramount's Long Island City studio on "The Letter." It's an all talker with Jeanne Eagles topping the cast. Her voice test foiled the wheeze man who wanted to call her the screaming Eagles.

* * *

Marx Brothers' "Four Cocoa-nuts," the "Birth of the Blues" and "Gentlemen of the Press" will sound their way to fame and fortune from the same studio.

* * *

Frederick H. Elliott's election to the vice-presidency of Motion Pictures Today, Inc., was announced as he stepped into office and assumed active work with our favorite motion picture weekly. It's a pleasure to have him back devoting all his energies and experience to the picture business.

* * *

Somebody sent a telegram from the Motion Picture Club in which the phrase "make whoopee" was employed. Walter Hoban says "whoopie" is not obsolete. The really sophisticated make "Boom Boom" and Harry Hershfield is Hoban's phrase broadcaster.

* * *

Speaking of the Motion Picture Club, the cuisine is so excellent and the surroundings so fortunate that Muschenheim of the Astor is said to be bustin' into tears every day around the lunch hour.

Arthur James

M. P. T. O. A. MEETING TO BE HUGE TRADE CONFERENCE--NO POLITICS

Allied Group To Stump Country Nov. 1 For New Organization

HERE'S A BET

A screen sensation on the timely theme of experimental marriage is the new big Tiffany-Stahl special "Marriage by Contract," in which Patsy Ruth Miller marries four times in eight reels and gives theatres something with which to bring in the crowds. James Flood directed it under the production supervision of John M. Stahl.

Robert Edeson and other competent players are prominent in a large cast. "Marriage by Contract" is a frank but careful handling of the trial marriage plan showing its working out, its mistakes and disasters.

We recommend this picture to exhibitors as a big exploitation picture bet.

A. J.

WARNERS LOSE 1st MINNEAPOLIS CASE

MINNEAPOLIS.—Warner Brothers lost the first case brought before the Board of Arbitration, since reinstatement by the Board.

The company lost the decision in an effort to force play dates after holding up releases several months for First Runs. Nickey Goldhammer, representing Warners, asked that Oscar Woempner, owner of a string of neighborhood houses, be forced to give play dates on

(Continued on page 2)

\$100,00 Fund To Be Raised for Outside Leader

A start toward the formation of a new national exhibitor association was made at the recent convention of the Michigan M.P.T.O. with the raising of a fund of \$25,000 by the Allied States group of nine exhibitor organizations, according to an interview given Exhibitors Daily Review on Saturday, by W. A. Steffes.

Steffes, Col. Cole, Glenn Cross and
(Continued on page 4)

TIFFANY-STAHl IN BIG WOODWARD DEAL

C. H. Shalit of the Tiffany-Stahl Detroit branch office has closed a big deal for the Star Series, Specials and Color Classics with the Woodward Theatre chain in Detroit.

The theatres sold are the White Star, Norwood, Lakewood, Garden, Uptown, Kopping, Rialto, Republic, Piccadilly, Ambassador, Highland Park, Rosebud, Comique, Ramona and the Calvin in Dearborn; State and Durant in Flint, and the Irving in Brightmoore, and Wayne in Wayne.

Jacobson Heads Wampas

HOLLYWOOD.—Sam Jacobson, University publicity director, has been elected president of the WAMPAS. Joseph Sherman of the M-G-M publicity staff is vice-president. Jacobson succeeds Barrett Kiesling.

Special Trains Carry Ex- hibitor Delegations From Mid-West

Everything is ready for the Toronto Convention. Nothing has slipped, missed fire or gone awry and when the big meeting of Theatre Owners opens on Tuesday in the King Edward Hotel it will be the first time the Motion Picture Theatre Owners of America have convened outside the United States.

But another innovation will be introduced in that the convention will be
(Continued on page 4)

CAPT. LOHMANN IN PHOEBUS SCANDAL

By DR. R. OTTO
Review Correspondent

BERLIN.—The resignation of the Chief Commander of the German Navy, Admiral Zenker, is a belated sequel of the Phoebe Film Scandal.

A Captain Lohmann, had secretly transferred certain funds belonging to the Navy Department to the Phoebe Film Co. He had, in these transactions, violated the budget law and misused powers which his superior, Admiral Behnke had entrusted to him and which
(Continued on page 4)

Special Capitol Show For Zeppelin Guests

Major Bowes, managing director of the Capitol Theatre, is making arrangements to entertain Dr. Eckner and his Graf Zeppelin crew tonight, provided the airship has arrived in America safely. Lady Drummond Hay, only woman passenger, will also attend the guest showing of "Our Dancing Daughters."

Sheehan in N. Y.

Howard Sheehan, brother of W. R. Sheehan, general manager of Fox productions, and official of the Fox West Coast Theatres, is in New York at the Park Central.

Berger Sails

Ludwig Berger, Paramount director, sailed today from New York for Berlin. He has a four months' leave of absence from Paramount.

REMOVAL NOTICE!

The Exhibitors Daily Review is now in new quarters, having moved its offices from 45 West 45th Street to 25 West 43rd Street, Room 409.

The New TEMPORARY Telephone Number is

Vanderbilt 5895 and Bryant 5224

DAILY REVIEW

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hempstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema," 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York—Al Steffes, A. A. Kaplan and Col. Cole of Texas, are in New York on their way to Toronto, where they say they won't do a thing to the M.P.T.O.A. except stop in on the "boys" . . . O. K. Hanson, Canadian manager for Educational Films is in New York for the week-end and a few days more . . . Al Aronson, who has been representing Metro in Central Europe for the past several years, but who has now allied himself with World Wide Pictures, arrived from Europe Friday for a series of conferences with J. D. Williams and Jos. Skirboll . . . Walter Hill denies that the A.M.P.A. turned down his application and check for membership because he had not been a press agent long enough, and regardless of what any A.M.P.A. man says Walt can write on either an application or a check . . . Artie Brilant, new managing director of the Colony, will have Universal's first 100% talkie, "The Melody of Love" in the Colony when "Lonesome" leaves there, which may happen next week . . . Charley Goetz, head of the States Cinema Corp., expects to leave next week for Los Angeles for a stay of several weeks . . . J. E. Williamson, inventor of the undersea picture taking apparatus, has returned from the Caribbean Sea where he is said to have made a most remarkable picture, even more so than his previous ones . . . Will Hays, accompanied by a party of newspaper men, left New York Friday for Wyoming, where they spend four days hunting whatever it is they have for hunting purposes in Wyoming . . . J. D. Williams made a flying trip to Chicago last week returning Saturday on the eCentury . . . Pete Woodhull and Mike O'Toole left Saturday night for the M.P.T.O.A. convention at Toronto, which convention Pete and Mike say will be a humdinger . . . Donn McElwaine, for years with Fox, but more recently with the Buck Jones Productions, has resigned to become head of Pathe's publicity department on the coast.

TALKING SEQUENCES FOR "SUBMARINE"

Synchronization has already started on "Submarine" at the Victor Talking Machine Studios in Camden, N. J. Columbia plans to take advantage of the technical knowledge and great facilities offered by the Western Electric Studios by having several other productions fitted with sound in the East. From present plans, all talking sequences will probably be done at the company's studios in Hollywood. Ground has already been broken and the erection of several sound stages has begun on newly acquired property adjoining the company's present plant on the West Coast.

Besides "Submarine," Columbia has ten specials and several program features especially fitted for sound, music effects and talking sequences.

Elect M. P. Salesmen

The new officers of the Motion Picture Salesmen, Inc., who were elected last Saturday are G. William Wolf of Fox, re-elected for the third time; Gus Solomon of First National is 1st V. P., Matty Cahan, 2nd V. P., Sol Trauner, Treas.; Ben Rapoport of Tiffany-Stahl, Fin. Secy.; M. Markowitz, Recording Secy.

Sol Title of Educational is chairman of the entertainment committee which is arranging the annual ball to be held on November 24th at the Hotel Commodore.

Texas Meets Nov. 13-14

A mammoth meeting and convention of Texas theatre owners has been scheduled for November 13-14 in Dallas.

Manager W. S. Waid is busy preparing details for the state-wide gathering of exhibitors.

MARCEL SILVER FIRST MOVietone DIRECTOR

Although the new talking pictures are still young inquiring persons already have asked for the name of the first Movietone director. Marcel Silver, a young Frenchman, holds that position. In November, 1926, he directed Raquel Meller in four songs which were the first dramatic Movietone pictures.

Since that time Silver has made eighteen Fox-Movietone subjects.

Cosine With Fejos

Arthur Cosine, one of the leading New York location experts, has been signed by Universal as an aid to Dr. Paul Fejos for that director's New York location work on "Broadway," the Laemmle adaptation of the famous stage success. With Cosine as the point of contact with New York municipal authorities, the police and fire departments, Fejos now is getting a series of scenes around Times Square and in other parts of the city.

Kansas City Proves Good Training Grounds

With the appointment of M. Van Praag, as general sales manager of Universal, we are reminded of other sales and film executives who have achieved fame and position, and who had a better part of their start in Kansas City.

Sidney Kent, Paramount general manager; Louis B. Metzger, general manager of Universal and Milton Feld, Publix official, all did their training in Kansas City.

FOX TO ACQUIRE NEW \$7,000,000 THEATRE

CINCINNATI.—The Fox Film Corporation plans to take over a motion picture theatre and hotel property at Fifth Street, between Main and Sycamore, which is to cost \$7,000,000.

Construction will begin shortly. The site of the new Fox theatre is not far from E. F. Albee's theatre.

Warner Reorganizes Warner Publicity Dept.

The Warner publicity and advertising department has been reorganized by A. P. Waxman. George Brown has been created advertising manager under Waxman and Mr. Namack is now publicity manager. Jack Lewis will handle exploitation.

Warren Lewis remains in charge of Vitaphone advertising and publicity.

Warners Lost First Minneapolis Case

(Continued from page 1)
a number of pictures under contract which he refused to play.

Woempner requested that the contracts be declared null and void because Warner had held up the subsequent runs in Minneapolis due to the lack of a first-run in the city over a period of nearly six months.

The board decided in favor of the exhibitor and the decision will undoubtedly have far-reaching effect in future situations of this nature.

Weber-Fields on WOR

Weber and Fields will be the next attraction on Warner Bros. Vitaphone Jubilee Hour next Monday, which is broadcasted every Monday night from 9.30 to 10 o'clock over the Columbia Chain, whose local station is WOR.

BI-METALIC BUYS COLORADO THEATRE

DENVER.—A new management is coming into the famous Colorado Theatre with the withdrawal of Bishop-Cass Investment Co. and the entrance of the Bi-Metallic Investment Co.

The change marks the advent of Horace W. Bennett, Denver capitalist, into the theatre business. The theatre is one of the landmarks of the city. \$50,000 will be spent by the new management in renovating the theatre and installing sound devices.

WAFILMS, Inc.

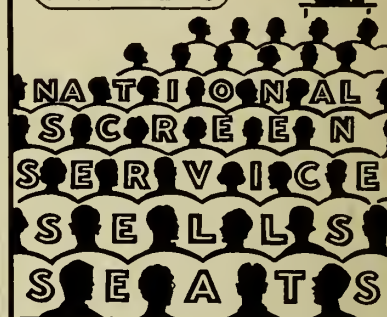
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THE PARK CENTRAL

FIFTY-FIFTH STREET AT 7th AVENUE
NEW YORK CITY

JOAN CRAWFORD TO BE STARRED

Meteoric Rise of M-G-M Star—Seek Big Story For Her

By JOE BLAIR
Hollywood Correspondent

Metro-Goldwyn-Mayer have great plans for Joan Crawford. The first and foremost is a starring contract starting immediately. They are now looking for a story for her first starring vehicle.

Coming on the heels of Joan's great performance in "Dancing Daughters," his announcement will probably surprise no one. Of course M-G-M were prompted quite a bit in making this step by the tremendous business this picture is doing wherever shown. They should give Josephine Lovett some kind of a writing-starring contract also, for her story made this picture great. Harry Beaumont should come in for something good also. And while we are passing around the promotions for Mr. Mayer, might we suggest plenty of good pictures for Anita Page and Dorothy Sebastian.

New Title for "Badges"

"The Ghost Talks" is the new title chosen by Fox officials for "Badges," Max Marcin's play, which Lew Seiler is producing as an all-talking Movietone feature at the Fox coast studios. Helen Twelvetees and Charles Eaton, both former Broadway players, have the leading roles in this feature.

Marcella Gardner Signed

Marcella Garner, feature and magazine writer has been added to Fox Films scenario department. She will read and translate stories of the German and French languages. Miss Gardner is a native of Austria and recently translated the script of "Our Daily Bread," now being produced by F. W. Murnau, the script having been prepared by Berthold Viertel in the German language.

Green Writes "Coquette"

Howard J. Green has been signed by Columbia to write the screen story of "The College Coquette," which is to go into immediate production.

Veidt's Last One

Conrad Veidt's last European film and the one which he regards as his finest, "The Man Who Cheated Life," has been acquired by the Affiliated European Producers, Inc. This picture was released on the continent as "The Student of Prague."

King for "Melody"

Charles King, who had leading roles in "Hit the Deck" and "Present Arms," made such a good impression with his first Movietone recording for Metro-Goldwyn-Mayer that he was immediately engaged by this company for the male lead in "Broadway Melody," and left New York (Friday) for the coast.

Harry Beaumont, who directed "Our Dancing Daughters," now in its second week at the Capitol, will make "Broadway Melody."

STUDIO GOSSIP

Tom Reed, Universal's ace title writer, has been signed on another contract by that organization.

* * *

Hollywood rumor has Mae Murray returning to M-G-M for at least one and maybe two pictures. Miss Murray returned here after quite a tour of the Pantages theatres.

* * *

Benjamin Glazer is completing the organization of Pathe's sound staff. The latest to be added are William Jutte, dialogue writer, John Rolfs, production manager and Claud Berkeley, film editor.

* * *

Monte Carter, former stage director, has been signed by Universal as a supervisor of sound.

* * *

Walter Anthony is writing the dialogue for "Erik the Great," the Universal production starring Conrad Veidt.

* * *

Cecil B. DeMille is making good his threat that he would have an unknown play the male lead in his first M-G-M picture "Dynamite." He has selected Orville Walbridge, who C. B. discovered at a gas filling station.

* * *

Marvie Prevost and Kenneth Harlan are going to take a fling at vaudeville. They will do a sketch.

* * *

Margaret Seddon is to appear in the role of the mother of a young soldier in "She Goes to War," Rupert Hughes' newest novel.

* * *

John John McCormick has signed Max Parker, former art director for Mary Pickford and Douglas Fairbanks, to handle the same responsibilities for Coleen Moore's forthcoming picture "Synthetic Sin," which will shortly go into production at the First National Studio.

Newmeyer Gathers Cast

Sally Phipps, Robert Elliott, Frank Albertson, and Francis McDonald have been chosen by Director Fred Newmeyer to play the leading roles in the newspaper story he is to produce for Fox Films. The picture has not yet been titled.

To give some of you an idea about the enormous money spent each year by the Hollywood studios, get this: Universal last year spent more than \$675,000 for extra talent alone.

* * *

Word comes out of the Tiffany-Stahl studio that with the release of "The Spirit of Youth" pictures will see a new Dorothy Sebastian. The work this little lady is doing in this production will disarm most every critic. T. S. seems to be doing great work in making a star out of Dorothy for Metro-Goldwyn-Mayer.

* * *

Reginald Barker, has started his third special for Tiffany-Stahl. It is "New Orleans." Ricardo Cortez is being starred with Buster Collier and Alma Bennett have important roles.

* * *

We will very likely, see some new wrinkles in bath-tubs now that C. B. DeMille has decided to do a society ditty for his first M-G-M production.

* * *

"Dream of Love" is the new title selected for the Metro-Goldwyn-Mayer Balkan kingdom story, "Adrienne Lecouvreur," now in production under Fred Niblo's direction, with Joan Crawford and Nils Asther in leading roles. This film will have a special musical synchronization and sound effects.

* * *

Victor Seastrom, having completed direction of "The Masks of the Devil," the Viennese story adapted from a Jacob Wasserman novel, sailed Friday night for Europe on the Olympic accompanied by his wife and two children.

* * *

Katharine Carver (Mrs. Adolph Menjou) will have a good part in the Monte Blue-May McAvoy Warner picture "No Defense."

"The Big Hop" Sold To Great Britain

Murray W. Garsson, president of the Buck Jones Corporation, while in England, closed a contract with Michael Balcon, president of Gainsborough Productions, for the distribution of "The Big Hop" and other Buck Jones pictures in the British Isles.

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LANG CLEANS UP "SPIRIT OF YOUTH"

Completes T-S Film in Two Weeks

By Studio Correspondent

Walter Lang, Tiffany-Stahl director, is taking bows all over the lot, as a matter of fact, throughout Hollywood, for his feat in completing his latest picture for T-S, "The Spirit of Youth," in two weeks. He had a four weeks' shooting schedule.

Generally when these "quickies" are shot through so fast, the production suffers from that activity, but in his instance, Lang has done a wonderful piece of work and any trained mind could look at it and feel certain that the full time scheduled had been used for the production.

It's a great picture of the "world championship" fight type and buzzes right along from the first reel to the last.

Jimmie Cruze, after seeing the picture and on being told the length of time it took Lang to make it said, "Walter is one of the screen's greatest directors and all he needs to be generally recognized as such is a few more pictures released."

Gaynor in "Christine"

"Christine" will be the new title for Janet Gaynor's latest Fox picture formerly called "Street Fair." Charles Morton, Rudolph Schildkraut, Harry Cording and Luey Dorraine are in the supporting cast and William K. Howard is directing.

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SEVEN NEW FILMS IN B'WAY HOUSES

New films on the Broadway program this week started auspiciously with the introduction of "The Wedding March" at the Rivoli and "The Battle of the Sexes" at the Rialto.

Other new pictures are "Moran of the Marines" at the Paramount, with Dix and Ruth Elder; "Red Lips" at the Hippodrome; "Singapore Mutiny" at the Broadway; a Russian comedy, "Three Comrades and One Invention," at the Cameo.

The Roxy will play "The Air Circus" and the 55th Street Playhouse, "Kriemhild's Revenge." "Our Dancing Daughters" is held over at the Capitol. "Women They Talk About" will be the new Warner film at the Strand.

National Lists Six

Six Universal pictures have just been listed for special recommendations by the National Board of Review. They have been included in the reviewing organization's Photoplay Guide.

The pictures are "The Kid's Clever," the latest Glenn Tryon feature comedy; "Fighting for Victory," the latest of "The Collegians" series; "The South Pole Flight," and "A Horse Tale," two recent Oswald the Lucky Rabbit Cartoon Comedies, and "The Rag Doll," a Laemmle Novelty one-reeler.

Murphy and Chandler With World Wide

Will Murphy, formerly with Warners and C. F. Chandler, formerly with First National have been engaged by World Wide Pictures, Inc., to prepare exploitation campaigns for several foreign productions which the J. D. Williams organization will release.

Frisco Movietone Truck

SAN FRANCISCO.—The First Fox Movietone News Truck to be seen in this city is parking daily in front of the Fox Exchange. The crew is in charge of James Seebach, Fox Movietone Staff and Oscar Darling, sound technician.

Gala Gaiety Opening

UTICA, N. Y.—The re-opening of the completely modernized Gaiety Theatre takes place on Monday evening October 15th. This Shine Enterprise house was renovated under the supervision of Victor A. Rigamont, New York City theatre architect.

Halligan at Fox

William Halligan, the globe trotter and sometime actor, has parked his car on the Fox lot for a siege of writing a few movietones.

Berlin's Own Film Dept.

BERLIN. — The Municipal Government is creating its own kinetograph and picture department, which will shortly begin recording local events, and the creation of a film library to supply schools with pictures, and to train cameramen and operators.

King Vidor Selects Two Hallelujah Leads from Harlem's Black Belt

COLONY BOOSTS RECEIPTS WITH OUTDOOR SPEAKER

The Colony Theatre at 53rd and Broadway is operating a powerful loud-speaker arrangement for the outside of the house.

Five amplifiers are lined up under the marquee just back of the box office and camouflaged from the view of the public in such a way that passersby are unable to figure out where the music comes from and how the machine is operated. Many think the music comes either from the stage and screen inside the theatre.

Phototone is the name of the outfit which is electrically operated.

Allied Group To Stump Country for New Organiz.

(Continued from page 1)

others in the Allied group are to begin a stump tour of the United States starting November 1st for the purpose of persuading each state exhibitor leader to call a convention, to build up a real big meeting.

By December 1st, Allied leaders expect there will be conservatively eighteen states in the affiliation. These states will later be asked to join the Allied States group.

There will be no politics played in the Allied organization, according to W. A. Steffes, because each state will elect its own member to the Board of Directors and will be allowed only one vote.

A fund of \$100,000 will be raised for the purpose of hiring someone outside of the business, to head the organization and be its general business manager.

W. A. Steffes, Col. Cole and Abe Kaplan were in New York Saturday. Steffes asserted that he believed there should be reforms in the industry and his group will try to bring them about. There must be reforms brought about for the theatre owners of the country, and a closer relation in the functions of all the branches of the industry for the purpose of bringing about correct methods of doing business.

Steffes reiterated his belief that there should be an organization maintained by the theatre owners themselves, that is a functioning organization, and the only way to do that is to bring each state into a compact organization. "At the present time, we do not know of any single state in the U. S. that is supplying their full quota of dues to any national organization, outside of the Allied States," said Steffes.

"The Board of Directors of the Allied group believe that each member state should meet at least once every sixty days to find out what is going on in the different districts of the country, and to meet spontaneously whenever occasion demands."

Steffes, when asked, who he thought would be elected the next president of the M.P.T.O.A., stated that he and other Allied leaders are not interested in exhibitor politics. He admitted that he might stop off in Toronto on his way home to Minnesota, but was not a member of the M.P.T.O.A. and would not attend any meetings, merely stopping over to greet his exhibitor friends.

King Vidor, who has left for Memphis to take location scenes for his new M-G-M production, "Hallelujah," which will be made with an all-colored cast, has made his final selections for leads, from Harlem's Black Belt.

The two principal roles will be filled by Daniel Haynes, of "Show Boat" and Honey Brown, star singer and dancer of the Harlem Club. The ingenue role will be played by Victoria Spivey, night-club and phonograph entertainer. Everett McGarrity, Chicago colored boy, was previously signed for the second male lead.

VITACOLOR STARTS

Experimental Plant at Realart Studios

LOS ANGELES.—The Max B. Du Pont Vitacolor Corporation has located at the Realart Studios, with experimental laboratories and production headquarters. Attachments for color cameras are being made.

Officers of the company are Eugene Overton, president, C. M. Kellogg, vice president, H. S. Ryerson, secretary and William DeMille, scenarist and director. Max Du Pont will also direct. The company is capitalized at \$500,000.

Smith Joins Fox

Paul Gerard Smith, author of "Keep Kool," "Funny Face," "Here's Howe" and other Broadway musical shows, has joined the staff of writers at the Fox Movietone studios in Hollywood.

Dickson Appointed Pathe Service Mgr.

Theodore E. Dickson has been appointed service manager at the Pathe Studios in Culver City, Calif. In this capacity Dickson will have general supervision of costumes, properties, decorations of sets—everything in connection with the physical side of the new Pathe pictures with the exception of architectural design, building and construction.

Richman Held Up

The Harry Richman-United Artists production, "Say It With Music" or "Tin Pan Alley," has been held up until Irving Berlin, together with several other screen writers, work out a better screen treatment of his story. In the meantime Alan Crosland and C. Gardner Sullivan are trying to put another idea in shooting form.

New Pickford Lead

It looks as if William Janney, son of Russell Janney, New York stage producer, will get the lead opposite Miss Pickford in the forthcoming production of "Coquette."

Jessel Gives In

George Jessel, through the aid of a bag of gold, has finally given in to Tiffany-Stahl. He will sing five or six songs for the T-S production of "The Ghetto." Recording will be done via R. C. A. in New York.

Advertises With "Noise"

An enterprising (?) Philadelphia exhibitor is advertising on his marquette, one of the talking shorts, and backs up the picture with the words "WITH NOISE."

RAYART PLANNING TALKING PROGRAM

LOS ANGELES.—Rayart Productions, which move into the Mack Sennett Studios shortly from the Metropolitan Studios is planning to produce some of its 1928-29 productions as talking pictures.

The company may make use of the Photophone equipment which is in the Sennett Studios.

M.P.T.O.A. Meeting Huge Trade Conf.—No Politics

(Continued from page 1)

a huge trade conference with politics left out, bickerings and sore spots entirely forgotten and all intent on doing something big for the whole industry.

It will happen that way, according to R. F. Woodhull, who says it is a sure fire bet, and others among the national officers agree with the president the results should be entirely gratifying all around.

President Woodhull, Secretary O'Toole, Director Joseph W. Walsh and about two dozen others left Saturday night for Toronto. They will likely constitute the advance guard from the United States. A special car on the fast Toronto Express will carry in a group of enthusiastic Ohio folks. Wisconsin, Missouri, Kansas, Indiana, Nebraska and other middle west states will be represented early. Many from nearby states will drive in as the roads are good and the automobiles better.

The entertainment elements are in keeping with the big affair. The civic ceremonies will precede the convention opening on Tuesday and that means some fine talks, good food and other things. That is only the beginning and the pleasanter elements intersperse the convention program all along the line.

The convention will be honored by two Cuban representatives. This is the first time they attended an Exhibitor convention outside their own country. They will bring the greetings of Latin America.

Capt. Lohmann in Phoebus Scandal

(Continued from page 1)

Benke's successor Admiral Zenker, had confirmed. For this, the latter had to bear the responsibility and had to resign.

No blame for this secret jobbery is attached to the Military Ministry or any other high government department. It is, therefore, out of the question that the German Government should have meant to bolster up a national film producing company with private money.

Captain Lohmann himself was never indicted and the results of the official inquiry into the Phoebus case which caused the country a loss of over ten million marks have never been made known. It is, therefore, assumed that very influential circles outside the Government were parties to the Phoebus affair.



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EMIL JANNINGS in "FORTUNE'S FOOL"



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DAILY REVIEW

EXHIBITORS

Reg. U. S. Pat. Off. — Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 88

New York, Tuesday, October 16, 1928

FIVE CENTS

Friend or Enemy!

If the Toronto convention can establish the principle in the motion picture business that buyer and seller need not be sworn enemies, armed with bowie knives and six shooters, and believing all that is bad and little that is good of the other, the Toronto convention will hurtle into history as the most constructive gathering possible to motion pictures.

* * *

The picture business today is the only great business where buyers and sellers do not regard each other as essential business friends.

* * *

The first necessary thing now is that every exhibitor in the United States and Canada should join the exhibitor organization, pay his dues and get back of it like a business man to mutually resist restrictive legislation, oppose insane legal proposals like the Brookhart and the Canon Chase (Hudson) bills, combat censorship and deal with domestic business problems that threaten the exhibitors' control of their own theatres.

* * *

Producers and distributors have at least striven to give the theatres the best entertainment they could provide and there is no problem in the business that cannot be squarely settled if the era of suspicion, rancor and hatreds can be ended.

* * *

Are the essential elements of the business to be friends or enemies?

ARTHUR JAMES

"UNION OF ENDEAVOR ON N. A. CONTINENT" CONVENTION AIM



R. F. WOODHULL

National President of the Motion Picture Theatre Owners of America, who will today formally open the Ninth Annual Convention in Toronto, Canada.

GOTHAM INSTALLS 2 BRISTOLPHONES

Gotham Bristolphone, handling physical distribution of the installation of Bristolphone, have installed an outfit in

(Continued on page 2)

Fox Movietone Trucks Record "Zep" Arrival

Fox-Case Movietone yesterday had a couple of movietone trucks stationed at Lakehurst to photograph the arrival of Graf Zeppelin in sound.

The talking pictures will be shown on Broadway as quickly as possible, very probably tonight, and they will feature a few words of welcome from Capt. Eckener and other prominent passengers.

UNIV. DIRECTORS ELECT C. B. PAINE TREASURER

At a special meeting of the board of directors of Universal Pictures Corporation, held Friday, and in accordance with the desire of Carl Laemmle, Charles B. Paine was elected treasurer to succeed E. H. Goldstein, resigned.

This appointment was not unexpected. Mr. Laemmle's long continued policy of promotion within the ranks indicated the advancement of another Universalite. Furthermore, in the discharge of the many and various duties he has been called upon to perform, Paine has exhibited excellent judgment, absolute sincerity and a loyalty which were certainly deserving of the reward which Mr. Laemmle has accorded to him.

For the last two years Mr. Paine has concerned himself largely with the financial end of the Universal theatre chain. Until other arrangements are made, he will continue to handle his duties in the chain in addition to those of treasurer. He entered upon his duties on Monday.

At the time of his election as treasurer, Mr. Paine was also elected a member of the board of directors.

Han-A-Phone in Crescent

The first installation of Han-A-Phone synchronizing device in Greater New York has been installed at the Crescent Theatre on Nostrand Avenue, Brooklyn.

The first showing with Han-A-Phone took place last Saturday night.

VICTORY NOTE!

Charlie Pettijohn, after three years of trying, has beaten Arthur Dickinson in a golf game by 1 point. We understand they are not speaking.

City of Toronto Host to Ninth Convention of U. S. Exhibitors

TORONTO.—The Motion Picture Theatre Owners of America, in officially opening their Ninth Annual Convention today at the King Edward Hotel, brought with them a message of greeting to their confreres in Canada, which expressed the spirit of the entire exhibitor element in the U. S.

The message was as follows:

"It requires the services of a trained engineer to find the border line between Canada and the United States. But no form of human analysis nor investigation will suffice to prove any definite difference between the people of both great North American nations in point of character or inherent American qualities.

"We look alike, we act similarly, we speak the same language, cherish generally the same hopes and ambitions and are essentially the same people.

"So in coming to Canada from the United States to hold this convention of the Motion Picture Theatre Owners of

(Continued on page 6)

MILLIKEN, PETTIJOHN, DICKINSON AT M.P.T.O.A.

TORONTO.—Joining the trek north to Toronto, in the wake of M. P. T. O. A. officials, who arrived here yesterday for the Ninth Annual Convention at the King Edward Hotel, were three well-known representatives of the Motion Picture Producers and Distributors of America, who arrived here this morning.

They were ex-Gov. Milliken, C. C. Pettijohn and Arthur Dickinson. Al Steffes, president of the Northwest Theatre Owners of Minnesota was also a visitor.

Hearst Newsreel 'Zep' Pictures Real Achievement of Industry

Motion pictures carried off first honors in the Graf Zeppelin transatlantic flight from Germany to America, completed yesterday. A news reel man, sitting in the gondola of the air giant, took the record which will give to posterity a pictorial record of this pioneering triumph. He was Robert Hartman, staff cameraman of the Hearst Newsreel, supplying the news of motion pictures

(Continued on page 6)

NOTICE!

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DAILY REVIEW

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London Office and Correspondent: Samuel Harris, "The Cinema," 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York—Artie Stebbins is leaving next week for the west coast on his annual hunting trip—hunting for any member of the industry who has money enough and who has not yet signed up an insurance policy with him . . . Al Smith, with a notable cast, is starring in pictures every evening in Times Square directly in front of the Motion Picture Club, and he's a good actor, too . . . Harry Nolan, old western war horse of the industry, arrived in town yesterday for a few days of business and just visiting around . . . Dr. Hugo Reisenfeld was in New York yesterday and you have to keep close tab on him to know whether he is here from Camden, N. J. or Hollywood, as he keeps commuting right along between those two places . . . Dick Anderson, of International News Service, and Mrs. Anderson were invited to be the guests last night of the commander of the big Zeppelin on the ship at Lakehurst, and did Dick accept, ask them up around Universal . . . J. J. Murdock, president of Pathe, and Pat Casey, who were left behind in London by Joe Kennedy, have arrived back at the home port . . . Howard Sheehan, always referred to by the film papers as "brother of W. R. Sheehan," is in New York and some day Howard is going to get tired of being designated as somebody's brother and rare right up . . . Henry Bate has grown so accustomed to the new layout of the publicity and advertising department at Universal that he can almost get around safely without a guide . . . Fred Desberg came in from Cleveland yesterday and was the luncheon guest of Col. E. A. Schiller and other Loew officials at the Motion Picture Club . . . King Vidor has been making so many tests of colored talent for Metro's all-negro picture "Hallelujah," that most everything is beginning to look spotty to him . . . Carl Laemmle, and almost everyone else up at Universal saw the Zeppelin from the roof of the Hecksher building, and almost everyone, including the big chief, went back to their offices with stiff necks.

O'Toole Sounds Keynote of Int'l Amity as Conv. Opens



M. J. O'TOOLE

Ex-President and present Secretary-Business Manager of the M.P. T.O.A., analyzes the spirit of goodwill between theatre owners of the United States and Canada, in his convention address.

50 INVITED -- 500 ARRIVE; NO PREVIEW

"The Singing Fool," whose fame preceded it to Boston, Mass., where it is scheduled for a gala opening at the Fenway Theatre, was the cause of disappointment to some 500 exhibitors and their friends last Thursday night.

Herbert E. Elder of Warners in New England, had issued invitations to a group of about 50 prominent exhibitors to attend a special preview of the picture which was to be given at the Fenway after the last performance, Thursday night.

Through no fault of Elder, the 50 exhibitors invited everyman and his wife to come along and the result was that the theatre was crowded with about 500 people. The Publix management then took a hand and regretfully informed the audience that the picture would not be shown.

The real reason for the disappointment lay in the fact that the picture is scheduled for a regular \$5.00 opening at the Fenway and Publix did not intend to let the cream of the first-night audience see the film gratis.

GOTHAM INSTALLS

(Continued from page 1)

the Academy Theatre, Hagerstown, Md., and are making immediate installation in the Olympia Theatre, in New York City. These are the first sets of this outfit installed anywhere.

In addition to the above, this company will have delivered within ten days, six recording sets, three to be installed in their New York studios and the other three going to the studio's in Los Angeles.

M. J. O'Toole, secretary and business manager of the M. P. T. O. A. and formerly president of the organization has made pertinent observations regarding Canada and its relations with the United States, which illuminated the need for industrial harmony with the motion picture business and the wastefulness of strife. Says O'Toole:

"A case in point along National lines will serve to illustrate the business value of amity as compared with the wastefulness associated with suspicion and distrust. Most European countries and many in South America spend vast sums in armaments, forts, and men to safeguard and patrol the borders. This is not only wasteful in the initial expense, but it destroys mutuality and impedes business developments.

"In more than three thousand miles of border between the United States and Canada, there is not a serviceable fort or gun and not a soldier on either side, save the usual mounted police to suppress ordinary crime.

"We have not encroached one foot on Canada in our whole national history and Canada has treated us in a similarly fair way. There is no suspicion, no distrust, no worry.

"Every American respects Canadian rights and every Canadian has the same wholesome regard for American rights. When we go to Canada they welcome us and when they come here we welcome them. Our relations are fair, our interests are mutual and our purposes are honorable.

"What a terrible waste of men, money and business opportunity it would be if we allowed distrust to supplant this wonderful confidence and the entire three thousand miles of border were

M.P.T.O.A. Convention Toronto, Canada

Today's Program

Morning:

Registration of Delegates.

11.00 A. M.:

Address by J. C. Brady—M.P. T.O. of Canada.

Address of Welcome—N. L. Nathanson, on behalf of M.P. T.O. of Canada.

Address of Welcome—Mayor Samuel McBride, Toronto.

Response by J. W. Walsh—M.P. T.O.A.

2.00 P. M.:

Formal Opening and Address by President R. F. Woodhull.

Report Board of Directors and National Legislative Committee by A. J. Brylawski.

Report by Secy. M. J. O'Toole. Exploitation—George W. Harvey, President of A.M.P.A.

Report of Treasurer L. M. Sagal.

Address on Fire Safety—W. Grove Smith.

Appointment of Committees.

fortified with armies on both sides.

"Mutual confidence, my friends, is the only sane business standard. We can have it in the Motion Picture Industry."

Gerard in "Madonna"

Douglas Gerrard is the latest player to be assigned by J. L. Warner to the cast of Dolores Costello's picture, "Madonna of Avenue A," which Michael Curtiz is directing. Others figuring prominently in the line-up of featured artists are Grant Withers, Louise Dresser, Otto Hoffman, Lee Moran and William Russell.

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the Atlantic!

INTERNATIONAL NEWSREEL

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WE ARE the direct agents of William H. Bristol and the William H. Bristol Talking Pictures Corporation of Waterbury, Conn.

WE ARE the exclusive lessees of the Recording Studios of the W. H. Bristol Talking Pictures Corporation for the production of a series of talking pictures, pending the completion of special sound studios in Los Angeles and New York, for the exclusive benefit of Bell Tone Productions.

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"The Great Power"

from the Broadway stage play by Myron C. Fagan

is the first all-talking picture produced in the Bristol Studios by the genuine Bristol Process, and it is

*the first stage play ever produced in
talkies with the original stage cast.*

WE ALSO wish to announce that the Bell Tone Productions hold the exclusive rights to road-show use of BRISTOLPHONE up to the end of 1929. "THE GREAT POWER" will first be presented as a road show.

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M-G-M TO SIGN GILBERT AGAIN

New Long-Term Contract To Be Given Star—Cancel Old One

By JOE BLAIR
Hollywood Correspondent

It looks as if Metro-Goldwyn-Mayer and John Gilbert have come to a complete understanding regarding the future services of this popular star. On the arrival in Hollywood of Gilbert and his manager, Eddington, it was said that when his contract expired in May, Gilbert would move to United Artists, but since that time something has happened.

Actual shooting on the long delayed production of "Thirst" will begin immediately with William Nigh directing.

It is understood that all contractual differences between Metro-Goldwyn-Mayer and Gilbert have been ironed out, and that within the next day or two, a long term contract will be signed dispelling any doubt regarding the future services of Gilbert.

STUDIO GOSSIP

"Squads Right," French Foreign Legion story, is about to start with George Archainbaud directing and Buster Collier, Eddie Gribbon and George Stone in the cast.

* * *

Ronald Coleman will have a few weeks vacation between "The Rescue" and—they still say it—his next, "Condemned to Devil's Isle."

* * *

Roscoe Karns has been cast as the stage manager in the "Shopworn Angel."

* * *

Two full days were spent rehearsing scenes and spoken dialogue for "Half an Hour" at the Paramount studios.

* * *

F. Harmon Weight has begun direction of "Frozen River," Harry Behn's new scenario starring Warner Brothers pet, Rin-Tin-Tin.

* * *

Columbia Pictures has bought "The New Generation," by Fannie Hurst. Early production is planned with George Sidney in the cast if he can be secured from Universal.

* * *

After several conferences, F. B. O. says that Eric von Stroheim positively starts work on "Queen Kelly" by the last of next month.

* * *

Tyler Brooke, comedian, has just returned from Europe, where, with his wife, he has spent the summer.

* * *

Reports from Utah, where Raoul Walsh was badly injured in an automobile accident, now say that it is thought that the director's eye, which was hurt, will be saved.

* * *

Robert Flaherty has just returned from Mexico City. It is thought he went down to look over locations for a big Fox film about the Lucas of whom much has been written of late and much of their history unearthed. At any rate, Flaherty and Winfield Sheehan went into executive session as soon as he returned.

* * *

Harvey Gates has already started on Dolores Costello's next, "Alimony Annie." This will be another all-Vitaphone.

Four From First National

Writers, continuity men and supervisors are busy on four new First National pictures the productions now in various degrees of preparation are: "Saturday's Children," from Maxwell Anderson's play, which will be the next Corinne Griffith vehicle. Forrest Halsey is making the adaptation and continuity. Gregory LaCava will direct.

"Seven Footprints to Satan," a mystery picture from A. Merritt's novel. Benjamin Christensen will direct.

"Comedy of Life," an original by Leo Birinski and Josef Laszlo, which Alexander Korda will direct. Milton Sills and Maria Corda have been assigned to the leads.

"Hot Stuff," from Robert S. Carr's story, "Bluffers," which will be an Alice White picture. Adelaide Heilbron is making the adaptation.

"Children of the Ritz," from Cornell Woolrich's prize-winning novel. Adelaide Heilbron is preparing the scenario. This is scheduled as a Dorothy MacKaill-Jack Mulhall production.

"The Squall," a special with dialogue from the Broadway stage success, which Alexander Korda will direct.

"Weary River," by Courtney Ryley Cooper, the next Richard Barthelmess vehicle. Frank Lloyd will direct. Bradley King is writing the adaptation.

In "Apache" Cast

Margaret Livingston and Warner Richmond have been signed to support Don Alvarado in Columbia's "The Apache," a colorful study of Paris night life and intrigue.

Pearce For Christie

Leslie Pearce, well known stage director who has been staging such plays as "Interference," "Alias The Deacon," "The Royal Family," and other current successes, has signed with Al Christie to direct the dialogue version of the Douglas MacLean production, "The Carnation Kid."

"ZEP" PICTURE

(Continued from page 1)

to International Newsreel and M-G-M News.

Shots were taken of the big Zeppelin as it skimmed the skies, in Baltimore, Washington, Philadelphia and New York, which were shown in the Broadway houses last night. Actual scenes taken from the airship will be shown today.

Hartman shot footage all the way over on the voyage and added to the record with shots of the large cities after reaching this side, including Philadelphia and New York, before going back to Lakehurst, where the landing was accomplished.

The film was taken from the big Zeppelin at Lakehurst, rushed through by special customs men at the field to the airport adjoining the navy station. From there it was flown by special plane to the Newark airport, where an escorted motorcycle delivery sped the negative to the International laboratory in 19th Street.

This is one of the greatest newsreel achievements in the history of those important purveyors of pictorial information and all the motion picture industry shares in the triumph.

It is said this news and motion picture service cost William Randolph Hearst \$75,000.

First National Studios Installs Television

Behind barred doors at the big experimental stage and laboratory at First National Studios, electricians are working upon a television device for the use of studio executives.

It is understood that the device is a telephone with a vision screen above it about twelve inches square. The telephone works on a dial system, and is to be linked with regular inter-studio wires now in use. It will enable the film executive, in his office, to see and hear scenes of his pictures being made out on the stage.

Olmstead, Tashman Signed

Gertrude Olmstead and Lilyan Tashman will support Bert Lytell in Columbia's "The Lone Wolf's Daughter," the latest of the popular Louis Joseph Vance novels to be offered by the company.

"Nize Baby" Changes

Now Metro-Goldwyn-Mayer has gone and changed director and cast of "Nize Baby," after spending \$52,000 to date. Hobart Henley takes Sam Woods place at the megaphone and Sally Eilers is out of the job as feminine leader, as are Alexander Carr and Lou Waldridge. Milt Gross, author, has gone East leaving Vera Gordon and Hank Mann of the originals. It seems the picture changed its mind from straight comedy to farce, hence the change.

Loy in "The Desert Song"

Myrna Loy will play one of the featured roles in the first Vitaphone operetta, "The Desert Song," according to an announcement from J. L. Warner this week. The production is now under way at the Warner Studio with Roy Del Ruth giving directorial orders.

"Ellis Island" East

We hear that the Paramount production of "Ellis Island" will be made in the Paramount eastern studio and the company headed by Emil Jannings and director Lewis Milestone are leaving within a few days.

Goldwyn's "Isle"

Sam Goldwyn paid a lot of money for the screen rights to the Blair Niles story, "Condemned to Devil's Isle" and brought the author out to Hollywood to work on the screen treatment and from present indications the whole thing is going to be a dead loss, for Sam is not pleased with the results and is for throwing the whole story out altogether.

Douglas at Fox's

Byron Douglas, stage player, has been added to the cast of "The Veiled Woman," which Emmett Flynn is directing for Fox Films. Mr. Douglas for years was leading man for the most famous actresses of the country in productions staged by Charles Frohman, Augustin Daly and other great producers.

Barton for "Burlesque"

James Barton, famous song and dance man of Broadway revues and a headliner of big time vaudeville, has just been signed by Paramount to play the leading role in "Burlesque."

OPINIONS

By W. R. WILKERSON

The prize critical "belch" of the year comes from Quinn Martin of the New York World. Being a cosmopolitan daily of such importance, one naturally expects its dramatic and picture criticisms to be of a mature and discerning nature.

Mr. Martin is one of the few writers on pictures whose position and yearly income enables him to take a lengthy vacation and it was during his most recent sojourn that the Paramount picture, "The Patriot," opened in New York. On his return he found his desk heaped with letters from his readers asking why some mention had not been given this production, and in response to this solicitation we found the following in his column last Sunday:

"The Patriot" has been overrated. It is a lavish production, a typical "strong" Jannings performance as Paul and a bit of a bore a good deal of the time. It is nothing like so good a performance as the one which Mr. Jannings gave in "The Last Command."

And this, gentle readers, from one whose years of experience should long since have taught him the difference between the "real stuff" and hokum. Most every critic, of big or little importance, took a "nose dive" for this production, and contrary to the views of his fellow critics and many great minds who have voluntarily given it unstinted praise, Mr. Martin seems to derive more pleasure from ten-twenty-three melodrama, than from richness, subtlety and magnificent performances with which "The Patriot" is endowed.

It might be that Mr. Martin was seated so far down front the picture went over his head. However, it is our opinion that only a "moron" could find this production a "bit of a bore."

"DANCING DAUGHTERS"

What do production officials know about the box-office value of pictures? To a great extent, nothing. We were not surprised to hear that M-G-M studio executives were not elated over their production "Dancing Daughters" until after it had smashed every known record in the first three of four houses it had played. Then it was a different story. Some of them are saying "I told you so." At the New York Capitol last week the gross went over \$100,000. And it looks as if it will run three and maybe four weeks.

CONVENTION AIM

(Continued from page 1)

America, we from the states realize that our hearts are with our own and that here we will meet with the same gracious welcome and good will which it has often been our happy lot to extend to you.

"It is therefore with a feeling of pride in our joint achievements and a hearty desire to make this pleasing situation meet up with every need nationally and theatrically, that we clasp hands with our Canadian brothers, happy in the realization that a union of endeavor along constructive lines on the North American continent, constitutes the greatest progressive force in the world."

Motion Picture Theatre Owners of A. Election Today

DAILY REVIEW

EXHIBITORS

Reg. U. S. Pat. Off. — Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 90

New York, Thursday, October 18, 1928

FIVE CENTS

M. P. T. O. A. SOLIDLY OPPOSED TO BROOKHART—PETITIONS CONGRESS

CONDEMN BOOTLEG SEX-HYGIENE FILMS

M. P. T. O. A. Goes on Record Against Interference of Gov't Agencies

By Special Wire
TORONTO.—The Motion Picture Theatre Owners of America in the late afternoon session yesterday went on record as condemning bottleg sex-hygiene pictures.
Another resolution, directed at governmental agencies, urged them to refrain from interference with free and intelligent production, distribution and exhibition of motion pictures.
One exhibitor in each state will probably be charged with the duty of representing the National Group before the Legislative Committees.
Ex-Governor Milliken addressed a group representing more than a score of Canadian civic and church organizations offering them the same privileges of suggestion and review of pictures, as that accorded similar groups in the United States.

STANLEY FABIAN BOOKS 'WHY GIRLS GO WRONG'

For Indefinite Run—N. Y. Censors O. K. Film

Contracts were signed yesterday for the premier showing of "Why Girls Go Wrong," by Herman J. Garfield for Road Show Pictures and V. J. Ullman for the Stanley Fabian Circuit, for an indefinite run starting the week of November 17th, at the Capitol Theatre, Newark, N. J. It was also announced that the picture passed the New York Censor Board, with very few eliminations.

AMPA Turnout Seen

A nice turnout is expected at the M. P. A. today at the Paramount Hotel, as part of the entertainment will include all the leading players of the "Just a Minute" show. C. W. Currell, of Western Electric will describe the thrills of laying a marine cable from Newfoundland to the Azores.

Synchronizing "Annapolis"

Photophone recording of Pathe's "Annapolis" was started yesterday at Sound Studios, Inc., under the direction of Joseph Zuro, musical director of Pathe sound pictures. In addition to a thirty-five piece symphony orchestra, Zuro is using a special brass band and a drum and trumpet corps.

Brylawski Makes Stirring Appeal -- Sunday Blue Law Peril Spreading

By Special Wire from RAY LEWIS

TORONTO, Oct. 17.—After a stirring and informative speech by A. Julian Brylawski of Washington, D. C., the Motion Picture Owners of America yesterday by unanimous vote adopted a resolution protesting against the Brookhart Bill, which it is to present to Congress at the next session.

The resolution came after an impassioned appeal against the Bill introduced by Senator Brookhart in the last session and which was tabled. Brylawski pointed out that while Senator Brookhart was friendly to the motion picture industry, he has been badly misinformed and his Bill was ineptly drawn up. He also prophesied that a Bill for Federal Control by the Government of the industry's theatres, scenarios, studios and production and distribution in all its phases.

Blue Law Peril

Brylawski further pointed out to the exhibitors assembled, that the Lord's Day Alliance is now hard at

(Continued on page 2)

Laemmle 20-Year Record Is 872 Features--4070 Shorts

Publix Backs "Singing Fool" with Campaign

Publix Theatres are treating Warner Bros. Vitaphone production, "The Singing Fool," starring Al Jolson, as one of the most important pictures to be shown on their circuit this year. They have just issued a most comprehensive sales manual to their managers covering in thirty pages the chief exploitation angles on this Vitaphone special.

A recent tabulation of all the motion picture product made by Carl Laemmle, president of Universal Pictures Corporation, since his start as a producer in 1909 revealed an almost incredible total.

Since the Universal brand was inaugurated in 1912 Laemmle has presented 872 feature length photoplays and 4,070 short subjects, including the separate episodes of chapter plays.

Previous to that he had presented several hundred subjects, under the

(Continued on page 2)

MENACE

The Brookhart Bill comes up at the opening of the next Congress. It is a proposed piece of legislation that seeks to put the picture business under Federal control. It is a stupid, vicious and ignorant measure that no friend of the pictures would favor unless he were either plain dumb or wickedly reckless. It's well right now to know where our worthies stand on this bill and we again ask three questions thus publicly:

Does Motion Picture News favor or oppose the Brookhart Bill or will it seek to straddle the issue as before?

Does the World-Herald favor or oppose the Brookhart Bill or will it remain non-partisan when the liberty of the picture business is at stake?

Does Film Daily now favor or oppose the Brookhart Bill? Its printed record shows it as favoring the measure by black type, scare headline stories. Will it now try to evade the issue by silence, will it continue its strange course, or will it come out flat footed in behalf of its own industry and oppose this vicious legislation? If it will be shall applaud it.

(Continued on page 2)

MOTION PICTURES WORLD PEACE HOPE

Milliken Sees Films as Destroyers of All Boundaries

TORONTO, October 17.—Through motion pictures every international boundary in the world will eventually be as barren of fortresses as that between the United States and Canada, Carl E. Milliken, former governor of Maine and now secretary of the Motion Picture Producers and Distributors of America, Inc., told the convention

(Continued on page 3)

EXHIBITOR FEDERATION IN SUCCESSFUL MEET

BRUSSELS.—Delegates from the leading European countries assembled here last week to discuss the plans of the International Exhibitor Federation.

The new statutes of the organization

(Continued on page 2)

DAILY REVIEW

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hempsstead 1514).

London, Office and Correspondent: Samuel Harris, "The Cinema," 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York—Hy Daab says so many rumors are current of F.B.O. being sold down the river that some of the boys—and girls, too, are waking up in the night and hearing the baying of the hounds and the crack of Simon Legree's whip . . . Eddie Hatrick says no one should get all het up over some German made films having been brought over on the Zeppelin for Pathe, as International News did tie up the entire postal facilities of the big airship . . . Mickey Nielan hopped into New York the other day from the coast on one of those rush, hurry-up, mysterious trips of his, and if you try to figure it out remember that Mickey and all his works are full of mystery . . . Irving Berg, of the production department of National Screen, with a smile that doesn't seem removable, is receiving felicitations, commiserations, or what have you from the gang, the occasion being his approaching leap into the realms of wedded bliss . . . W. S. Butterfield, one of Michigan's heavy theatre magnates, is due in New York next Monday for a stay of a couple of weeks, and will look into a little sound stuff while here . . . N. A. McKay, treasurer of the Mary Picture Corporation, arrived in New York yesterday on business for his company and will make his headquarters at United Artists . . . Paul Benjamin, right hand to George Harvey in framing up entertainment stunts for the A.M.P.A., has a big show on today, all the leading players of the "Just a Minute" company being billed to appear . . . Charlie Barrell, recently back from the Azores, is due for a rousing reception today at the A.M.P.A., of which organization he is treasurer . . . Oscar Price arrived yesterday morning from an extended trip to the west coast and was Artie Stebbins' luncheon guest at the Motion Picture Club . . . Ring Lardner is going to bust into the films again—at least his stories are—Sterns brothers having signed up for a lot of his baseball comedy stuff.

M.P.T.O.A. Opposed To Brookhart

(Continued from page 1)

work to enforce a bill for Sunday closing, especially in Washington. He predicted that if it goes through in Washington, other states will follow. Copyright legislation, particularly regarding a much-needed Music Tax relief, will require a big effort on the part of the exhibitors if anything is to be accomplished this year.

Key to the City

At the Civic Luncheon tendered the theatre owners, Controller Gibbons presented a key to the city to Joseph W. Walsh, Chairman of the Administrative Committee. R. F. Woodhull then presented J. C. Brady, President of the Canadian M.P.T.O., with a gold seal of the M.P.T.O.A. Walsh then presented Woodhull with a gift from the M.P.T.O.A.

Speeches then followed by Joe Thompson, Member of Parliament, who told of the educational value of pictures as the greatest asset the youth of any country can have. He praised N. L. Nathanson's policy of Canadianizing the scenes of Canada. Pete Woodhull spoke of the Canadian delegations from the various cities who had finally sold Canada to the M.P.T.O. of America. His timely speech carried diplomatic showmanship vision when he talked of Canadian National exhibition profits for two weeks, of \$250,000, and wondered how N. L. Nathanson overlooked that show.

Convention Spirit

Beside the galaxy of theatre and government officials present there was also a representation of about seven hundred Canadian and U. S. exhibitors and all the film exchanges and equipment companies. The luncheon took on the complexion of an Al Smith convention when the orchestra played "Side Walks of New York" and "Sweet Rosie O'Grady."

Both national anthems were sung and the King of England and the President of the United States were toasted. At a tour of the city later in the day for the women-folk, Mrs. R. F. Woodhull placed a wreath on the centoph in front of the Toronto City Hall, which was received by Controller Gibbons, representing the Mayor.

Fire Prevention

In the afternoon session, after reports of officers, Fire Marshall of Canada, Grove Smith, gave a fine address which was warmly applauded. He pointed out the excellent record of fire prevention in Canada and stated that a majority of the modern theatres were fireproof, and that every exit in the modern theatre today should be an emergency exit, used at all times. He likewise advised that no old projection machines should be used and that operators should be efficient employees drilled in theatre safety tactics.

Telegrams of good wishes were received from Maxfield, Florida, the Arkansas and Los Angeles M.P.T.O. Will H. Hays sent a letter of good wishes and also regret that he could not personally attend the convention.

Tuesday night, there was a private screening at the Tivoli Theatre of Tiffany-Stahl's synchronized pictures, "The Toilers" and "The Cavaliers." The showing will be repeated tonight also. All the delegates were invited.

LAEMMLE SPIKES FALSE NEILAN "U" RUMOR

Carl Laemmle, president of the Universal Pictures Corporation, yesterday spiked as unfounded and without warrant a rumor that Marshall Neilan was being considered by Universal for "Broadway."

That picture, Laemmle points out, is already in production, under the direction of Dr. Paul Fejos, who directed "Lonesome," Universal's current talking picture hit. Fejos is now making location shots in New York City with Glenn Tryon, the star, and will return to Universal City next week for the studio sequences of the picture, which is being made under the supervision of Carl Laemmle, Jr.

MENACE

(Continued from page 1)

Motion Pictures Today was the one weekly among the national publications of the industry to vigorously and from the beginning oppose this measure. It printed the first story about it and called the industry's attention to its menace.

Exhibitors Daily Review opposed the measure and with greater vigor now opposes it.

The Canadian Digest and Ray Lewis opposed the measure and will continue to oppose it.

Harrison's Reports, with a stupidity only equalled by its reckless disregard of consequences rooted for the measure that would shackle the business and hurt exhibitors most of all. It still is stupidly favoring the bill.

Variety doesn't give a damn and is content with printing socks at picture people and institutions, while collecting advertising from people and companies who for some unexplained reason fear its enmity. As a show paper it should oppose this bill and we will gladly credit such a course.

Picture publications, deriving revenue from the picture business and as members of the picture family, are properly accorded full liberty by the trade because in no other way could the press of a business be useful. They now have the liberty and the freedom to support the business that they assume to favor by vigorously and without reservation opposing a measure that strikes at the very life of the industry. We shall welcome recruits to the industry's defense and with all fairness and without criticism for past offenses give praise and credit for their support.

Arthur James

EXHIBITOR FEDERATION

(Continued from page 1)

tion were unanimously adopted and the Federation is issuing a request to all countries involved in the Federation to undertake a public campaign against the excessive taxation from which the cinema industry suffers. It was signed by H. V. Davis and W. R. Fuller, English delegates, L. Guttman and Dr. Steffenmeier of Germany and L. Brezillon and R. Lussiez of France.

The British, French and German delegates promised to support the Belgian suggestion that the 1930 Congress be held at Antwerp. The 1929 Congress may be held in London.

OPINIONS

By W. R. WILKERSON

Word has been shot around the "alley" that exhibitors throughout the country are pleading with producers to eliminate the word "love" from their production titles in the future. Their reason being, there have been too many pictures with the word being used some place in the title and on account of it, the hypnotic influence it formerly had, has been lost. In other words, the public is fed up on such titles. On top of this squawk from the "pay-boys" comes word that United Artists are going to change the title of the new Griffith picture. It's present title is "The Love Song."

STORY

Producers are finally awakening to the fact that the story is everything. Formerly all kinds of percentages have been allotted to story, direction, cast and what not, always giving an edge to the yarn. But most every flop picture can be credited more to a poor story than anything else. No matter how good a director may be or the acting qualities of his cast, if the story is weak, the picture is weak.

STERN BROTHERS

The Stern Brothers, Abe and Julius, pioneers of short reel comedies are going in for sound shorts and how. They have purchased four series of stories written by Ring Lardner and will start early production on them. The first of the series, will no doubt be, "You Know Me Al."

With all the talk about material for short reels, both bought and offered for sale, it seems to us that the Stern boys have grabbed the cream for the Lardner text in talk, should be a big smash. We congratulate Abe and Julius as well as Universal, the distributor.

"SILENT ONLY"

Our desk has been heaped recently with exhibitor mail arguing the merits—and the lack of them—on the sound question. One says it's O. K. and the other "it's the bunk." But the prize of all came from an Ohio exhib. this morning stating that since he started to advertise "silent picture only" in both the newspapers and on signs in front of his theatre, his business has jumped up 25 per cent.

LAEMMLE 20-YEAR RECORD

(Continued from page 1)

old Imp Banner. The first photoplay he ever produced was "Hiawatha" made in the summer of 1909.

Laemmle also holds the distinction of having produced the first feature length production. It was "Traffic in Souls" cost \$5,690 and was run on Broadway at \$1 top, grossing approximately \$300,000 during its life.

Day Replaces Prevost

Because of a disagreement over costumes, Marceline Day replace Marie Prevost in the title role of "The College Coquette," Columbia forthcoming production of campus life. Christy Cabanne will direct the new production.

NOTICE

EXHIBITORS DAILY REVIEW

New Address: Suite 409, 25 West 43d St., New York
New Telephones: Bryant 1489 - 5224

Universal Buys "The Climax" for Talkies

Believe Famous Play Will Be Big Dialogue Attraction

By W. R. W.

Several weeks ago, Carl Laemmle, president of Universal, came out of a coast projection room wreathed in smiles. He had just seen rushes of the first Universal talking picture, "Lonesome."

Later that evening, in the quiet of his home, he began to ponder on the great possibilities of talking pictures and with this, his thoughts began to wander until they halted on the subject of the proper material for "talkies." He remembered a famous play he had seen years ago, "The Climax," the famous Edward Locke stage success. He recalled having seen it four times at the old Weber Theatre back in 1909, with Effington Pinto and Leona Watson in the cast.

On arriving at the studio the next morning, Laemmle laid plans for the acquisition of this play. Everything ran smoothly in this direction until suddenly negotiations hit a snag. The snag being, four other companies bidding for it.

Today, Carl Laemmle closed for the "Climax" and production will start soon with Jean Hersholt in the lead and Renaud Hoffman directing.

With any kind of production luck, Universal should have a tremendous talking attraction in this picture, for the dialogue in the "Climax" is probably the best that has ever been written, considering it from a talking picture angle, as well as a stage play.

MENJOU TO LEAVE P-F-L OVER TALKING ROW

All does not seem to be going so well between Adolph Menjou and Paramount. Menjou positively states that he will not make any talking pictures because there is nothing in his contract that says he must use his voice in pictures and he is further quoted as having said that when his contract expires in May he will leave Hollywood to make his future films in Europe.

Menjou is slated to make "The Concert," which the late Leo Ditrichstein made famous and if all this talk holds true, it will mark his farewell appearance on the American screen.

PICTURES PEACE HOPE

(Continued from page 1)
of Motion Picture Theatre Owners of America.

At a banquet last night attended by officials of the Canadian and United States governments and by representatives of more than 10,000 motion picture theatres, Governor Milliken hailed the screen as the major hope of world peace.

Governor Milliken said he stood on soil where the discussion of international relations was purely academic. "Canada and the United States," he declared, "set for the whole world an example of how to live in amity and concord. Industrial peace is as important as peace among nations," and he cited the accomplishments of arbitration in the American motion picture industry as the greatest proof of the efficacy and dollars-and-cents value of good-will in the history of the world.



You'll hear more of beautiful MARY JOHNSON and ravishing NINA VANNA, the two sisters in "WHY GIRLS GO WRONG" whose work is of stellar quality.

"High class audiences will welcome it!"—VARIETY.

"The scene where the girl stands on the wet pavement and considers the situation approaches genius!"—Mordaunt Hall in NEW YORK TIMES.

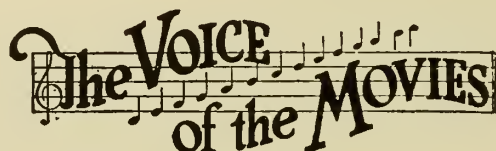
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DAILY REVIEW

Reg. U. S. Pat. Off. — Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 91

New York, Friday, October 19, 1928

FIVE CENTS

Spines

Ray Lewis in her very much alive Canadian Motion Picture Digest says some kind things about us as a publication and congratulates us on our confession of faith given to the industry in announcing our policy of a militant course in behalf of the industry whose causes we serve. We herewith and publicly express our thanks for this friendly appreciation from so competent a source. In other words, we are tickled pink.

* * *

Says Ray Lewis: "If a business is good enough to give you your daily bread, it is good enough to support and protect. . . . No business ever got anywhere with an organization of 'yessirs.' No trade paper which functioned 'yessing' everybody was ever any good to anybody. . . . Call on us for any cooperation necessary to support our industry."

* * *

That's what we call the McCoy and with the example thus set by the redoubtable Ray Lewis we await word from other contemporaries on the present subject of the Brookhart bill.

Where stands Motion Picture News?

Where stands World-Exhibitors Herald?

Where stands Film Daily?

We are interested in the nature and quality of the spinal columns of these publications. We are reasonably curious to know if these spinal columns are of bone and tendon or fashioned from whipped cream. We are interested also in the status of any publication, assuming to be of, for and by the picture industry and yet straddling the issues or helping the enemies of our business.

* * *

Past offenses can readily be forgotten if these publications will get behind the resolution of the motion picture exhibitors at Toronto, opposing the Brookhart bill and petitioning the Congress not to pass it.

* * *

We want nobody's scalp but we insist that there be a definite line drawn between the motion picture papers that support and protect our business and those which through recklessness, stupidity or a callous disregard of its welfare take sides with its enemies, pussyfoot in the hour of action or remain silent when silence is the shield for moral cowardice or business treachery.

Those who are not for the industry are against it and there is no middle ground.

Arthur James

Western Electric Passes Buck to Distributors on Interchangeability

Woodhull, O'Toole, Emanuel

Elected M. P. T. O. A. Officers

By Special Wire

TORONTO.—The Motion Picture Theatre Owners of America adjourned their Ninth Annual Convention at the King Edward Hotel last night, after the election of officers for the ensuing year.

The new Board of Directors report on the election of officers resulted in the re-election of R. F. Woodhull as President; M. J. O'Toole as Secretary, and Jay Emanuel of Philadelphia as Treasurer.

The new Vice-Presidents are J. C. Brady of Toronto, R. Biechle of Kansas, Harry Marks of New York, Charles C. Picquet of North Carolina and M. A. Lightman of Arkansas.

The closing sessions were occupied by addresses on Music Tax License, the Berne International Copyright Convention and other miscellaneous reports.

Protection for W. E. Synchronized Pictures
Chief Object

UP TO EXCHANGES

This question of interchangeability of pictures recorded and franchised by Western Electric on machines (installed in theatres) of other make, seems to be reaching a definite issue. This has been brought on by the playing of "Lilac Time", a First National picture and as such, franchised by Western Electric and synchronized by the Victor Talking Machine Company, holding a license to record productions franchised by W. E. The picture has been run in the Academy Theatre, Hagerstown, Md., owned by Julian Brylawski and the equipment used was Bristolphone, sold by Gotham reductions out of their New York office.

"Whip" Without Sound

This same theatre had announced that the First National production of "The Whip" would also be shown with sound, but the management was informed by the Washington office of F. N. that they had no contract to

(Continued on page 6)

GOTHAM SALES FORCES CONVENTION

Gotham Bristolphone Sales forces, with 16 out-of-town branch managers are holding a sound-sales convention in New York this week.

These managers from Los Angeles, Seattle, Denver, Omaha, St. Louis, Kansas City, Philadelphia, Milwaukee, Chicago, Nova Scotia, Detroit and Cleveland joined a party of 28 officials who journeyed to the Bristol Plant in Waterbury to inspect the Bristolphone recording and reproducing apparatus in actual operation. Most of the managers will leave for their respective offices tonight.

Some of the sales officials queried by

(Continued on page 2)

WORLD WIDE NOT TO DISTRIBUTE UNTIL JAN.

The opening of the selling season by World Wide Pictures has been set back to January to allow the inclusion of several important productions not available before that date.

"Singing Fool" Starts Midnight Performances

There will be a special midnight performance of Al Jolson's "The Singing Fool" at the Winter Garden every Saturday night. The schedule at the theatre now calls for two performances on week days, four on Saturday and three on Sunday. There will be three performances on Election Day.

New French 36% Profits Tax To Hit American Film Firms

"LILAC TIME" LEASE AT CENTRAL EXTENDED

Because of the sensational business of Colleen Moore's sound picture, "Lilac Time," at the Central Theatre, Irving D. Rossheim, president of First National Pictures, announces that his organization has extended its lease on the house and the picture will run there indefinitely. The picture was originally

(Continued on page 2)

PARIS.—American industries in France are shortly to be faced with the severest taxation in history, a 36 percent tax soon to go into effect being the result of actual doubling of the present tax of 18 percent on foreign corporations.

(Continued on page 6)

S.M.P.E. BRANCH IN ENGLAND STARTED

By SAM HARRIS
"Today's Cinema"

LONDON. — A branch of the American Society of Motion Picture Engineers has been formed in England, after indications of support from the industry's leaders.

The technical staffs of the Elstree Studio have promised to join the organization and encouraging promises from the other British studios.

A preliminary meeting took place at Kingsway Hall on Wednesday night. Forty resident members of London will have their own meeting room hereafter, their own chairman and board of governors. All technical papers presented before the society in America will be made available to the British branch.

NOTICE

EXHIBITORS DAILY REVIEW

New Address: Suite 409, 25 West 43d St., New York

New Telephones: Bryant 1489 - 5224

DAILY REVIEW

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue. Los Angeles (Phone Hempstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema," 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York—Herbert Ebenstein is getting so good at ping pong at the Motion Picture Club that he almost defeated Marty Schwartz and now he's thinking of going out after the club championship . . . Morris Joseph, Universal branch manager at New Haven was in the home office acting so mysteriously that there is a suspicion around 730 Fifth Avenue that he is trying to arrange for the Yale Bowl for the showing of "The Melody of Love" . . . Sammy Sax is so enthused over the Hagerstown demonstration of W. E. sound pictures on Bristolphone equipment, that he has called all his branch managers into New York for a conference and big things are said to be planned . . . Phil Reisman, Pathe sales manager, returned to New York yesterday from the coast and declared business great, and the pictures being made for Pathe better than that . . . Lee Marcus has returned from a hurried trip to New Orleans, where he was called by the death of an uncle . . . B. P. Schulberg, Paramount production manager, will arrive from the coast this morning for a stay of a couple of weeks . . . Paul Benjamin presided at the A. M. P. A. yesterday in the absence of President Harvey, who is in Toronto, and did himself proud at one of the best and biggest attended shows of the season . . . Glenn Tryon, who hoofed it on many a local vaudeville stage, has been cast as a hooper in Universal's big Broadway picture, and leaves today for the coast . . . Marshall Neilan is going to England to make three pictures for Herbert Wilcox, according to the latest dope on Mickey's movements, and maybe he will and again maybe he won't . . . Arthur Loew, foreign manager of Metro, sails tonight on the Ile de France for an extended trip abroad . . . Dr. Paul Fejos, who has been in New York studying locations for Universal's "Broadway," which he will direct, left last night for the coast to begin shooting there for the coast to begin shooting there.

CONTINUING OUR THANKS

Pleasant Expressions from Leaders and Friends in the Industry We Are Proud to Print

Arthur James
Exhibitors Daily Review

Every time you take a step it is a forward one, but this stride puts your right foot into the daily trade paper field. Congratulations and best wishes.

Don Hancock

Arthur James

Have just heard of your acquisition of the Daily Review and I sincerely feel that with your aggressive editorial policy you will make it an important factor in the industry. Please accept my very best wishes for your continued success.

David Wark Griffith

Arthur James
Exhibitors Daily Review

Learning that you had purchased the Exhibitors Daily Review and want to extend my best wishes for success.

Nicholas M. Schenck

Arthur James
Exhibitors Daily Review

Cannot think of anyone in the industry who could handle Daily Review better than you. Congratulations with fullest assurance of Canada's cooperation.

Ray Lewis

Arthur James

Congratulations. The trade will now have two class dailies. Hope you make the Review a two-fisted, sock-in-the-eye spokesman for the industry against its enemies and traducers.

David Barrist

Arthur James

Sincere and best wishes for your new undertaking.

Winfield Sheehan

Arthur James
Exhibitors Daily Review

May I take this opportunity of congratulating you and wishing you success in your new venture, Exhibitors Daily Review.

Paul Benjamin

Arthur James

I congratulate you and extend my best wishes for continued success. I am sure that under your guidance the Exhibitors Daily Review will become a prominent factor in the industry and that its popularity is sure to increase.

Edward L. Klein

Arthur James
Exhibitors Daily Review

You have my very best wishes for complete success in the field of the daily motion picture newspaper, which I note you have now entered through the medium of the Daily Review.

Herman Robbins

Arthur James
Exhibitors Daily Review

Just a line or two to Add to those that have Come to you with their Kind remarks and congratulations.

Fortunately, your friends in the United States, are not all Local residents—Your Daily Distributors will cover coast to coast.

Arthur James

I wish the Daily Review all the very best! As secretary of the AMPA we are proud of your latest movement in this industry, especially since you were its first president.

Dave Bader

Arthur James
Exhibitors Daily Review

Please accept my best wishes for your unlimited and continued success.

Edward J. Smith

Arthur James
Exhibitors Daily Review

Please accept my well wishes for a very successful career with the Exhibitors Daily Review.

Oscar Neufeld

Arthur James
Daily Review

As one editor to another we hope to see your fearless independence place you among the high and worthy leaders of the film industry. May your daily be more popular with each issue.

Frank C. Payne

Arthur James
Exhibitors Daily Review

Congrats. You can now be seven times more helpful to the picture business with a daily than you were with the weekly alone. I predict the whole industry will soon feel the added impetus you will give it through the Daily Review.

Wen Milligan

GOTHAM CONVENTION (Continued from page 1)

Exhibitors Daily Review expressed great enthusiasm over the Bristolphone amplification system and the patented focusing device, as well as the other attractive features of price and availability of delivery.

"LILAC TIME" AT CENTAL (Continued from page 1)

booked to run at the Central for thirteen weeks, and it will enter its extended run next Sunday when it celebrates its one hundred and seventy-fifth performance.

"Evangeline" East?

Edwin Carewe has ordered his production manager, Louis Jerome, to pick Eastern location in and around New York for his next United Artists picture, "Evangeline."

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A Frank R. Capra Production

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Story. Here's One That's 100 Per Cent!



Heart Interest — Plus!

"The STREET of ILLUSION"

with IAN KEITH—VIRGINIA VALLI
Directed by Erle C. Kenton

Booked on Sight by Leading Exhibitors
Fox Grabbed It for Philadelphia and New York



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The William H. Bristol Talking Picture Corporation
are now manufacturing recording machines for installa-
tion in our studios in New York and Los Angeles within
the next few weeks.

Our production plans call for a series of Asher, Small
and Rogers Productions, a series of Gotham Photoplays
and a series of short subjects. The first production entitled
"TIMES SQUARE" ready for release November 15th.



NB79 39 10

K TOP

BUDD ROGERS

GOTHAM BRISTOL PHONE F

REPORTS FROM MY ACADEMY THEATRE
OF LILAC TIME WITH BRISTOPHONE SY
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CONGRATULATIONS

A JULIAN BRYLAWSKI

CHAIRMAN BOARD OF DIRECTORS

OF AMERICA.

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PICTURE THEATRE OWNERS

Hagerstown, Md. (By Telephone)—The Academy of Music, equipped with Bristolphone sound reproducing equipment, yesterday afternoon began a four day run of "Lilac Time" using the records made via the Western Electric disc system. Alan Bachrach, manager of the theater, declared the interchangeability was perfect. This is the first known attempt to demonstrate the practicability of interchangeability.

The print was shipped to the Academy from First National's Washington exchange several days ago. The records, according to Bachrach, have been in his hands for a week awaiting completion of the installation. The first performance went off without hitch and with no interference of any nature, either from First National, Electrical Research Products or the competitive theater which is the Maryland and which is equipped for Movietone and Vitaphone. The Academy is controlled by Julian Brylawski of Washington. The Maryland is operated by Silverman Bros. who own a string of houses in Pennsylvania.

Bachrach declared yesterday he will begin a two day engagement of "The Whip" on Friday, using W. E. recording over his Bristolphone equipment.

REPRINTED FROM THE FILM DAILY
OF OCTOBER 16th, 1928

We are prepared and ready to take orders for the installation of the Bristolphone machines in theatres throughout the United States and Canada to be installed as fast as exhibitors can prepare their booths and have the necessary wiring done. Delivery being made in accordance with date of receipt of signed contract covering same from exhibitor.

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CITY

::

**GOTHAM-BRISTOLPHONE
PHOTOPLAY CORPORATION**

25 United Artists Releases for 1928-29 Schedules Only 2 Silent

BIG TIME CIRCUITS FLOCK TO COLUMBIA

The Stanley Company of America has booked the Columbia program for the following theatres in Philadelphia: Iris, Lafayette, Harrowgate, Family, Princess, Savoy, Garrick-Wilmington, Orient Darby, Villa, and their first-run house on Market and Chestnut Streets, the biggest theatre in their circuit.

The Eastman Theatre, the most important first run in Rochester and notoriously hard to crash has booked the output 100 per cent. So have the Strand, Syracuse, and the Lafayette, Buffalo, the two most representative houses in their territory.

Another important deal was closed with the Victor Theatre, McKeesport, Pa.

NEW FRENCH PROFITS TAX

(Continued from page 1)

The doubling of the present tax comes about through decisions of the lower courts, that American concerns doing business in France through legally organized subsidiaries must pay a double tax on its profits.

The tax increase is based on the reasoning that profits remaining after payment of the first 18 percent tax, constitute the profits of an American 'parent' company on its French business and that the American company must also pay the French Profits Tax.

American firms are expecting the highest court to uphold this reasoning and are either preparing to close down their plants and remove to other European countries, or do business through French agents, who escape this huge tax.

As far as the film industry goes, not much concern over this is felt, as the French market has been a meager one, financially, for American companies maintaining distribution offices and theatres, and they had previously been forced to submit to the Government the proposition that if certain laws that they proposed were put through they could not do business there any longer and would be forced to close their offices there.



TRAVELERS select the Great Northern for its wonderful location in Chicago's "Loop". They return because the large comfortable rooms, homelike environment, attentive service, excellent food and moderate charges make it an ideal hotel.

400 Newly Furnished Rooms, \$2.50 a day and up. Sample Rooms \$4.00, \$5.00, \$6.00, \$7.00 and \$8.00.

Walter Craighead, Manager
DEARBORN STREET FROM JACKSON
TO QUINCY
New Garage One-Half Block

5 Dialogues, 12 Sound Synchronizations and 6 Indefinite

United Artists have announced an imposing list of feature releases for the season of 1928-29. The total is twenty-five; twelve with sound effects and synchronization, five with dialogue throughout, two strictly silent and six that are indefinite in so far as sound and talk are concerned, they will, no doubt have one or both.

Great Artists

The list of star players includes Charlie Chaplin, Mary Pickford, Douglas Fairbanks, Ronald Colman, Gloria Swanson, Constance Talmadge, Lillian Gish, Rod LaRocque, Ben Lyon, Alice Terry, Eleanor Boardman, Jean Hersholt, William Boyd, Lupe Valez, Phyllis Haver, Lily Damita, John Barrymore, Louis Wolheim, Camilla Horn, Buster Keaton, Vilma Banky, Walter Byron, Dolores Del Rio and Victor Varconi.

List Ready

In the list of productions we find the Chaplin picture "City Lights," John Barrymore's "The Tempest" directed by Sam Taylor, "Steamboat Bill" directed by Charles Reisner, "Two Lovers" directed by Fred Niblo, "King of the Mountains" directed by Lubitsch, "Coquette" with Miss Pickford and directed by Sam Taylor, "The Woman Disputed" with Norma Talmadge and directed by Sam Taylor, "Queen Kelly" with Gloria Swanson and directed by Stroheim, "Revenge" under the direction of Edwin Carewe, "The Awakening" directed by Victor Flemming, the Fairbanks picture "The Iron Mask" directed by Alan Dwan, "The Rescue" directed by Herbert Brennon, "The Battle of the Sexes" directed by D. W. Griffith, also "The Love Song" under the same direction, "Hell's Angles" directed by Luther Reed, Rex Ingram's "Three Passions," Henry King's "She Goes to War" and others.

W. E. PASSES BUCK

(Continued from page 1)

furnish this, or any other production to the Academy with sound and as a consequence, the silent version would be shipped for showing tomorrow. "The Daily Review" was not able to reach Mr. Brylawski, or anyone of sufficient authority around the Hagerstown house, to find out how they got "Lilac Time" from the Washington branch of First National, with the sound and synchronized records.

Depinet Speaks

Ned Depinet, sales manager for First National, said, "I don't recall having passed any contract for the run of 'Lilac Time' and 'The Whip' in the Academy with synchronization. It is my impression that these pictures were booked for this house in their silent form." On being asked how they received the sound version of "Lilac Time," Depinet replied, "I do not know. There must have been some error on the part of our Washington branch."

Will They Serve?

Mr. Depinet was asked, "Would you serve a house your sound or synchronized pictures knowing they would be run on equipment manufactured by an organization other than

Western Electric?" He replied, "I cannot answer that for you."

Sam Morris, general manager of Warner-Vitaphone said, "Our contracts call for our product to be run on only Western Electric equipment. This is nothing new and has been generally understood from the beginning." This was in reply to the question, "Will Warners permit a theatre to run Vitaphone subjects on equipment other than Western Electric?"

No One at W. E. Will Talk

A representative of this publication talked to several people at Western Electric, asking them all the same question, and the answer was, "We have nothing to say, other than the fact that we have to protect the product of Western Electric and if find that pictures are being run with equipment other than ours and one that does not do justice to this product, we will insist that the pictures be taken out. We are protected on the legal side and of more importance, is the technical side. We cannot afford to have productions recorded by us run on equipment that will not do justice to this recording." Other than this statement they all suggested "See Otterson," meaning J. E. Otterson, president of Electrical Research.

W. E. Passing the Buck

It seems that Western Electric is passing the buck on to the producer-exchanges franchised by them. This is clearly demonstrated in the Hagerstown case. If W. E. wanted to make an example of the Academy, they could have demanded that the picture be taken out in as much as it was being run on Bristolphone. They did not. They said nothing, but First

National refused to deliver "The Whip" in its sound form, saying there was no contract for this version.

Will Come To Head

This question should, and no doubt will, be brought to a head very soon, in as much as almost every theatre in the country is trying to secure sound equipment with no hope in sight at present, of getting an installation from Western Electric of R.C.A. for at least six months. There are several companies, such as Bristolphone and Powers Cinephone that can play both records and "sound on films," but exhibitors are a little squeamish about getting this equipment unless the interchangeability is decided. Although this Hagerstown affair has cleared it a bit, sufficient evidence has not been proven to justify certainty.

Sapene and Pathe To Abrogate Contract

PATHE.—Charles Pathe and Jean Sapene have come to an agreement about the relations of Pathe-Cinema and Pathe-Consortium.

The present agreement between the two firms is annulled and each is free to carry on its own activities. M. Pathe will go ahead with his announced production program.

Zakoro Sells Four "Olympic Hero" States

William H. Horne, sales manager of the Zakoro Film Corporation, announces that he has just sold the California, Arizona, Nevada and Hawaiian Islands rights for "The Olympic Hero" with Charley Paddock to the Supreme Company of California.

IN AMERICA'S LEADING THEATRES

SIMPLEX PROJECTORS

HAVE DEMONSTRATED
THEIR ADAPTABILITY
TO ALL

SOUND SYSTEMS

International Projector Corporation

90 Gold Street, New York

OPINIONS

By W. R. WILKERSON

This Bristolphone crowd are sort of busting things wide open. The Hagerstown incident, dealt more fully with in another part of today's paper is the start of something that ought to see an early finish. Charles Rogers, as well as Sam Sax and Ed- die Small, "are up and at 'em." En- thusiasm is running high, around the Gotham offices. Much activity.

CREDIT

Sax, Ascher, Small and Rogers, should be given a lot of credit. To say that they are pioneering this "in- dependent sound" thing, is not suf- ficient. If they are able to bring Western Electric out in the open, and as a result, secure for exhibitors the right to buy Bristolphone or any other equipment and interchange with pictures franchised by W. E. and R. C. A. they will have accom- plished a great thing, in fact, one of the greatest services for our industry. They might not accomplish this, but they are trying.

NEW YORK STUDIO

Charlie Rogers says they will have a New York studio before very long. In it they will make the better part of 12 short reels in sound and talk, also quite a few of their feature length productions. The local studio will be opened before the one contemplated for Los Angeles.

POWERS

And while on the sound idea a lot should be said of P. A. Powers and his Cinephone. P. A. has been work- ing on this device for over a year and a half, has been saying nothing (and that's nothing unusual with P. A.) but is now all set to step out and do a lot of shouting. The Cinephone equipment can run either discs or sound on film and P. A. is very proud of the amplification on both. In addition to this he has a recording equipment for studios.

DANCING DAUGHTERS" AGAIN

We have more people tell us, (and not one of them connected with pic- tures) that on going to the Capitol they could not get in. We were there today at noon and found the house filled. This is the second week for his picture and on the strength of what we saw, will be safe in saying it will be held over for two weeks more, breaking the Capitol record for length of run, and certainly for gross business.

"Love Song" Talkie

Joseph M. Schenck has or- dered that the David Wark Grif- fith picture, "Love Song," be re- vamped into an "all-talkie." In case you have forgotten it, in interviews given out in both Paris and New York, Mr Schenck suggested that talking pictures would only last three weeks.

Jannings "Sins of the Fathers" Triumph

Things We Do Not Believe

"Wonder what a gold-digger would do with Rex Bell's pres- ents. It seems that that very personable young lad has origi- nal ideas about showing his ap- preciation of a gal, for when Lola Todd completed her work of playing opposite him in his last Western, he presented her with one of his favorite horses. Sally Phipps will probably be his lead- ing lady in his next; let's hope for her sake that he doesn't start collecting crocodiles."

FOUR FOX PICTURES RANKED BY PHOTOPLAY

Photoplay Magazine gives a place of honor to four Fox productions among its choices for the six best pic- tures of the month of October. The pictures are "Me, Gangster," "The Air Circus," "Dry Martini" and "Mother Knows Best."

Under the classification of the best performances of the month, first place goes to Madge Bellamy for her work in "Mother Knows Best," second place to Louise Dresser in the same picture, and the third place to Don Terry for his screen debut in the title role of "Me, Gangster," for which he was picked out of a restaurant by the author, Charles Francis Coe.

Novarro's "Flying Ensign"

"The Flying Ensign" has been se- lected as final title for Ramon No- varro's new starring vehicle—a story with a background of aviation which George Hill, who made "Tell It to the Marines," has just completed.

"MASKED MARVEL" TO BE UNIV. EUROPEAN PROD.

Universal's plans for making photo- plays abroad from scenarios written at Universal City are progressing rapidly, according to an announcement by Presi- dent Carl Laemmle.

The latest story projected for foreign production is "The Masked Marvel," an adaptation of the successful Viennese musical comedy, "Polish Blood," which set European records for longevity. Nan Cochrane and Faith Thomas are adapting it for the screen.

PADEREWSKI'S \$150,000

Pianist To Produce German Talking Film Record

Following exclusive announcement by Exhibitors Daily Review some weeks ago that the famous virtuoso Ignace Jan Paderewski had signed to do a talking film record, comes that announcement from Berlin that he has accepted an offer from a German company to play the leading part in a talking film and will be paid the sum of \$150,000.

No details are available as to the company and when it is to be made.

STUDIO GOSSIP

Columbia Pictures has started shooting on "The Lone Wolf's Daughter," Al, Rogell directing.

William Desmond has been signed by J. L. Warner for a featured lead in support of Monte Blue in "No Defense."

Sally Phipps, Robert Elliott, Fran- cis McDonald, Roscoe Karns, Arthur Stone and Frank Albertson have all been assigned parts in the big Fox newspaper film which is to be super- vised by Luther Reed, former news- paper man, and directed by Fred Newmeyer.

Edwin Justus Mayer has just ob- tained leave from Metro-Goldwyn- Mayer to come East for a conference with Jed Harris, producer, in refer- ence to a play he has written, "Child- ren of the Dark."

Ralph Forbes has been assigned to play the lead in Columbia Pictures production, "College Coquette."

James Creelman has sold his play, "The Jazz King," to Alex McKaig, producer.

Ernst Lubitsch, about to depart for Europe, says that on his return, he expects to make a comedy starring Emil Jannings for Paramount.

Nancy Drexel and David Rollins will appear together in a Fox short- reel movietone, "The Maker of Dreams."

John Francis Dillon will direct Dorothy Mackaill and Jack Mulhall in "Children of the Ritz."

E. H. Griffith has finished directing "Shady Lady."

Alfred Santell has been given an 1807 edition of "Midsummer Nights' Dream" by Al. Rockett in apprecia- tion of his having three productions out of ten on First National's "Roll of Honor."

By JOE BLAIR
Hollywood Correspondent

Paramount has another great Jan- nings triumph in "Sins of the Fathers." This was definitely proved to your hum- ble correspondent at a preview the other night. It is not only because it is human, but because it has humor, pace and is a fine exhibition of good director- ship.

In it, Jannings shows once more what a truly fine actor he is. He is given the opportunity to portray practically every emotion known to the human race and there is artistry in his every action.

This story is from an original by Norman Bernstein, adapted by Charles Furthman, and it is that of a waiter named Spengler who is just "one of us" with a family and the same varying fortunes and misfortunes that pursue almost all of us.

The direction of Ludwig Berger can be especially recommended for its strong evidence of brainwork and re- straint and having gotten nothing but the best from his performers. The supporting cast is excellent with laurels to ZaSu Pitts and Barry Norton.

Baclanova and Rogers For "Fata Morgana"

"Buddy" Rogers and Baclanova have been selected for parts by Para- mount in a picture to be called "Fata Morgana," to be directed by Dorothy Arzner.

This is undoubtedly from the stage play of the same name, and that be- ing the case, will have to be toned down quite a bit.

Talking Picture Manual

A very complete manual on talking picture showmanship has been pre- pared for Universal Chain Theatres by Joe Weil, director of advertising and exploitation.

The manual covers advance ad- vance campaigns, publicity, exploita- tion, advertising, lobby, tie-ups, pro- grams and booking.



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Around the corner from New York's exclusive shop- ping district, readily accessible to leading theatres, and railroad terminals, yet in a neighborhood socially correct and away from the noise and turmoil of the business district. The Park Central enjoys a loca- tion distinctly unique in its advantages. Come to the Park Central, New York's newest and finest hotel, where you will find advantages hereto- fore unknown to American hostilities — Radio out- lets... Electric Refrigeration... Period Salons and Roof Patios for private social functions... swim- ming pool... Florentine Grille featuring the Park Central Grille Orchestra... other features equally unusual and desirable. Single rooms five dollars per day and up. Double rooms eight dollars per day and up.

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FIFTY-FIFTH STREET AT 7th AVENUE
NEW YORK CITY



You started something, Judge Lindsey—

You started something when you startled the country with your daring marriage plan. You started an argument that's been heard 'round the world.—You started thousands of newspapers everywhere.—You thinking, reading your lions on their way to front-page discussions in leading started a whole nation talking, famous book.—You started mil- the lucky theatres that play—

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From Judge Lindsey's Great Best-Seller**

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Snatched by
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for the Oriental,
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Your name is what puts it over—plus
... We give you all the credit for its
hundreds of big-time bookings like the
it all; and now First National Exhibitors are
That's the way with those boys, though. *They get ALL the breaks!*

the fame of your famous book
smashing premiere success, and
Oriental, Chicago... Yessir, you started
going to reap all the important profits...

Presented by the C. M. Corporation with Betty Bronson and Alec B. Francis
By Judge Ben B. Lindsey and Wainwright Evans. Directed by Erle C. Kenton



"What's Right With The Movies" - - Starts In Monday's Issue

DAILY REVIEW

EXHIBITORS

Reg. U. S. Pat. Off. — Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 92

New York, Saturday, October 20, 1928

FIVE CENTS

"Rebirth"

The Motion Picture Theatre Owners of America can point with a justifiable pride to the sessions of their convention which has just closed in Toronto. The gathering was one of the best ever held by the national organization and was in every way constructive. There was a spirit of progress and of cooperation. There was a definite attention to business and there was a clear-headed, forward-looking enthusiasm that well might be called the rebirth of the organization.

* * *

The unanimous election of R. F. Woodhull as president continues a man in office who has earned the respect of the entire motion picture industry. There has never been any question of his devotion to the causes of the motion picture exhibitor, nor has there been any question of his ability to lead wisely, constructively and industriously their organization activities. He understands conditions and he knows the wisdom of cooperation. This newspaper congratulates the Motion Picture Theatre Owners of America and the motion picture industry upon the continuance in office of this excellent man.

* * *

The extension of the "Lilac Time" lease at the Central Theatre is the result of the wide popularity earned by this excellent First National sound picture and while the picture is excellent box office as a picture in silence, we believe that the extra push given it by sound is responsible for the sensational success.

* * *

The biggest troubles facing the motion picture theatre owners today are labor troubles and these will be dealt with in subsequent issues of this newspaper.

* * *

Speaking of enough being sufficient we note that both Mr. and Mrs. Jesse Crawford officiate at the organ at the Paramount. Each is an artist and either is big enough to be played solo. Like two Topsyies in a Tom show they might be successfully separated for two attractions at two theatres and each would Chesterfield any audience.

* * *

Mr. Herbert Wilcox is in town from the coast with three good pictures—imported productions. Mr. Wilcox is one of the best arguments for the great improvement in British made pictures and his personality is international.

Arthur James

FOX GREATEST METROPOLITAN EXHIBITOR WITH 150 HOUSES

WOODHULL TO TOUR STATE CONVENTIONS

By Special Wire

TORONTO. — President R. F. Woodhull of the M.P.T.O.A., following the close of the Ninth Annual Convention, has perfected plans for a tour of several states, where he will meet with exhibitors in state convention.

Woodhull will be a speaker at the convention of the M.P.T.O. of Nebraska and Western Iowa, at Omaha on October 23 and 24; the Tristate Convention of Tennessee-Arkansas-Mississippi, at Memphis on Oct. 29-30, and the M.P.T.O. of Oklahoma.

Pete returns to New York this morning, after one of the most successful conventions ever held.

WARNERS NOT TO SHIFT W.C. STUDIO

Conclusive proof that Warner Brothers have no idea of deserting their Sunset Boulevard studios to take up habitation at the First National Burbank plant is evidenced by the announcement from Hollywood by Jack Warner of the contemplated erection of a tremendous new sound stage, 200 by 300 feet in size. Completed the stage will approximate \$500,000 in cost and will give the Warners the two largest sound stages in Hollywood.

Warner Statement

Harry M. Warner yesterday soft-pedalled any suggestion that there was a dicker on by Warners for the K-A-O circuit of theatres. Warner stated that his organization is a manufacturing company, interested solely in making pictures and selling pictures to those who needed them and any theatre deals they make are in the nature of picture bookings. There are no other deals contemplated.

Actual Possession of Newly Acquired Houses Dec. 1

NEGOTIATING UPSTATE

The Fox deal for over 150 theatres in greater New York, has been closed. Closed in the sense that contracts have been passed, initial payments have been made and actual possession of this tremendous group of theatres will take place on or about the first of December.

This makes William Fox New York's greatest exhibitor and adds considerably to the strength of the Fox chain of theatres throughout this country.

Deal Without Parallel

This deal will go down in film history as one of the most unique ever closed, in that every theatre purchased is classed as an independent and the greatest amount on any one group will not reach thirty and there were ten or twelve buys of groups

(Continued on page 2)

Hart Here on Talkie Deal for Westerns

William S. Hart, Western hero, who has been rather quiescent in recent years, as far as his screen efforts go, is in New York at the present time, in an attempt to negotiate a new deal.

Hart is working on a proposition to appear in new talking picture versions of many of his old productions which are to be revamped and modernized.

Bachmann in N. Y.

J. G. Bachmann, associate producer of Paramount Pictures arrived in New York yesterday from the West Coast, for home-office conferences.

STOP PRESS—

By Special Wire

HOOLLYWOOD. — Warner Brothers late yesterday signed up Thomas Meighan, world-famous star of Paramount and Caddo Productions. Terms and length of the contract were not announced. He will begin production shortly at the Vitaphone studio in what will probably be a 100 per cent dialogue picture.

GERMANY AND FRANCE AGREE ON RECIPROCITY

PARIS.—A definite agreement on reciprocity between Germany and France, was the outcome of a show-down held in Berlin last week, when representatives of the French film industry threatened to boycott German films and deal with America, unless a greater number of French productions were played in Germany hereafter.

The new agreement calls for Germany

(Continued on page 2)

UFA Director-General Arrives in New York

Herr Kurt Hubert, director-general of the UFA Pictures Corporation of Germany, arrived in New York yesterday for an extended business visit.

Warner Coast Financier To Concentrate on Bristolphone

8 NEW ATTRACTIONS IN B'WAY THEATRES

Broadway film houses will have eight new productions on display this current week. The most prominent of the new arrivals are Universal's "The Melody of Love" which comes into the Colony Sunday night, replacing "Lonesome."

(Continued on page 5)

"The Great Power"—First All-Dialogue Play Ready in Nov.

Coupled with the announcement of the near completion of the first Bristolphone-Franklyn Warner all-dialogue motion picture, "The Great Power," comes announcement of Franklyn Warner's desertion of banking and financial circles in Los Angeles to head the company which

(Continued on page 2)

DAILY REVIEW

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Joe Blair, West Coast Representative, 1255 Tamarind Avenue, Los Angeles (Phone Hemstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema," 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.



New York—Henry Bate points out that Universal always does everything with a proper sequence, "Lonesome" now playing the Colony, which will be followed by "The Melody of Love" and then comes along "Man, Woman and Wife," and if you don't get it ask Bate . . . Pat Garyn got back yesterday from four days at Toronto, and he looked pretty good at that, considering everything . . . Sam Morris says he has a great treat in store for theatre owners on January 1, for on that date Al Jolson's "Singing Fool" will go into general release . . . Fred McConnell, of Universal, is in New Orleans and there is a suspicion that he was lured there by the big party the Sanger outfit is supposed to give about this time every year . . . Leon Errol and Tommy Meighan lunched at the Motion Picture Club yesterday (not together), both being members in good standing and with the privilege of signing checks . . . Harvey Day says he reads the World and think's he'll vote for Smith, then he reads the Tribune and is strong for Hoover, then from the evening papers he gets the hunch that he will purposely neglect to register so he won't have to vote for anybody . . . R. H. Gillespie, general manager of one of Great Britain's largest theatre chains, who has been here for the past month, sailed last night for London, filled to the brim with American ideas . . . A Fiedelbaum, of Buenos Ayres, who has been in New York for the past three weeks, sailed last night for home via London, Paris and other foreign seaports . . . Al Jolson and his bride arc back in New York so everything will be all right again and the mystery of the disappearance of the noted bride and groom is a mystery no longer . . . M. A. Lightman, theatre chain owner of Arkansas, is in New York doing a little business with Universal and incidentally visiting with Capt. Henry Bate and talking over old times when they were kids together in Nashville, Tenn.

JAWITZ TO RELEASE 20 INT'L PICTURES

Charles Jawitz of Gold-Hawk Pictures, Inc., has returned from a business trip to England and announces that there is in formation a new company to market International Pictures.

The Jawitz interests have made an affiliation with an English producing firm and a schedule of twenty productions for 1928-29 is being drawn up.

FOX GREATEST METROPOLITAN EXHIBITOR

(Continued from page 1)

comprising two or less. The detail and the work in gathering this bunch together has been great. Primary overtures were handled by A. C. Blumenthal, in charge of purchases for Fox, the actual closing of course being handled by W. F. himself. A separate corporation has been formed under the name of Fox Metropolitan Pictures, Inc., to handle this new string. Money involved will run over \$17,000,000.

Sales and Leases

The means of acquiring these houses have been on outright sales and long term leases with options to buy. Some of the houses taken over, will no doubt be closed by Fox as they are too small for this or any other large organization to handle. Without any definite knowledge of just what houses Fox will close, we would say that those seating less than 1,000 would be included in this plan.

The addition of these houses to his, already formidable metropolitan circuit, will give Fox more booking than most all the other big circuits put together. It will give Fox an outlet for Fox product that will cover every zone in greater New York.

Houses To Be Wired

Most of the houses will be wired for sound and in many instances this will be accomplished before Fox takes actual possession. This will mean at least five hundred more booking days for Movietone News, an item great in itself.

Upstate and Jersey

With the closing of the houses in the metropolitan district, Fox will center his attention in acquiring around 100 other houses in upstate New York and the state of New Jersey. Options have already been taken for quite a few of these houses. In addition to New York City and State and New Jersey, this organization has become very active in Eastern Pennsylvania and Northern Delaware in rounding up a group of houses in these localities.

M-G-M May Build Own Wisconsin Houses

MILWAUKEE. — After booking their product into the Garden and Majestic Theatres for 1928-29, where formerly it played the Midwesco houses, and making a similar deal in Minncapolis, M-G-M is now reported dickering for construction sites in Green Bay and other centers.

The evident object of building their own houses in Wisconsin is to give M-G-M product an indeependnt outlet.

WARNER, FINANCIER, CONCENTRATES ON BRISTOLPH.

(Continued from page 1)

has taken over the exclusive rights to the use of the Bristolphone Studios at Waterbury, Conn., for a series of talkie productions, and exclusive use to road-show Bristolphone products.

Mr. Warner though a banker and financier is not unknown to the film industry on the Coast. In the past he has handled the financing of various coast projects connected with motion pictures, but this is the first time he has become actively in control of a motion picture producing organization.

He recently obtained the screen rights to "The Great Power," a Broadway play, and imported a production crew from Los Angeles headed by Joe Rock. The two stages of the Waterbury Studios were used and the picture which is almost three-quarters completed will be offered for release in November.

It is the first time in the history of motion pictures that the original cast as they appeared in the Broadway production retain their respective roles in this all-dialogue film. This makes it possible to use the original cast of New York stage plays while the show is in the middle of its Broadway run.

Reisman Returns

Phil Reisman, general sales manager of Pathe, is back at the home office following a tour of half of the organization's exchanges taking him to the West Coast and the Northwest during the three weeks' trip.

'END OF ST. PETERSBURG' BOOKED INTO ROXY

"The End of St. Petersburg," sensational Russian film, handled by the Big 3 Exchange of New York, has been booked into the Roxy Theatre starting December 8th.

Other big bookings secured by Irving Wormser of the Big 3 are the Poli Circuit, the Loew Circuit, the Fox Brooklyn, Fox Detroit and Philadelphia.

"Dawn," the Edith Cavell picture, has been booked into the Stanley Fabian Circuit.

Threaten Netoco Strike

BOSTON.—A strike in several Netoco houses is set for October 27, if the outcome of the present musician-talking picture squabble is not satisfactory. Stage hands, operators and others will walk out with the musicians in eight theatres.

GERMANY AND FRANCE AGREE ON RECIPROCITY

(Continued from page 1)

many to buy 33 French products for the season of 1928-29, in return for the purchase by the French of 100 German-made films. France thus increases the number over those sold to Germany last year by 18 and Germany her total in France by 9.



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FREDERICK L. NEBEL'S
ADVENTURE NOVEL



A TREM CARR PRODUCTION

Directed by Duke Worne, who made "The Cruise of the Hellion"

With TOM SANTSCI, ALLEN CONNOR, JAMES
MARCUS, PATSY O'LEARY and JULES COWLES

Foreign Distributors: Richmount Pictures, Inc.

PICTURE REVIEWS

"MORAN OF THE MARINES"

Paramount

Starring.... Richard Dix, with Ruth Elder
Director..... Frank Strayer
Photography.... Edw. Cronjager

Miss Elder does well enough but is allotted one unpardonable title—a reference to her Atlantic hop—which seems cheap and unnecessary. The star, as usual, is excellent as is Roscoe Karns as his "buddy."

This is a typical Dix vehicle. It contains a little more melodrama than his recent releases, though. The picture starts off with a San Francisco Cafe brawl, a very amusing sequence, and ends with a fight between Moran and some Chinese bandits, from whom he rescues his sweetheart. The picture is well directed and photographed but drags a little in spots.

"CAVALIER"

(With Sound)

Tiffany-Stahl

Directed by..... Irving Willat
Featuring.... Richard Talmadge, Barbara Bedford, David Torrence, and Stuart Holmes.

With a Riesenfeld sound synchronization (R. C. A. on film) this picture is one of the finest sound attractions yet offered. Its beautiful photography and definite romantic love interest fit with the superb musical score, which transforms a good picture into a sensation.

In the sequence where the hero is pursued by dogs and is running for his life the sound accompaniment gives it vital realism and supreme thrill. Barbara Bedford is unusually beautiful and might well be the star of the picture. The supporting cast is excellent and large crowds are used with good effect.

This is a sound picture attraction.

"WOMEN THEY TALK ABOUT"

Warner Brothers

Directed by..... Lloyd Bacon
Featuring..... Irene Rich, William Collier, Jr., Claude Gillingwater.

This is a Vitaphone offering that played to crowded houses at the Strand Theatre and is a specially well made talkie. It is a story of a woman in politics with the contrasting play of the self made man as against the aristocrats. In the end the two warring elements are united by the pleasant process of matrimony.

The work of Claude Gillingwater is especially fine and his voice is happily attuned to sound reproduction; in fact, he is a voice bet. Miss Rich is charming as usual, William Collier, Jr., is acceptable and Audrey Ferris, Anders Randolph and the other players are satisfactory. The picture has already demonstrated its box office attraction.

"THE BABY CYCLONE"

M-G-M

Directed by..... Eddie Sutherland
Featuring..... Lew Cody, Aileen Pringle

Sutherland has turned out a fine farce from George M. Cohan's play and has obtained some very clever work on the part of Lew Cody and Aileen Pringle who have appeared as a team before in smart situation pictures.

Cody plays the husband who has to play second-fiddle to a rival for his wife's affections. The rival in this case, is a dog, a poodle called the "Baby Cyclone," which causes a peck of trouble for Cody. The comedy centers around Lew's subtle schemes to get rid of the dog but to no avail, as the hound always shows up at the wrong time. The upshot of Cody's marital troubles is that he finally gives in gracefully and accepts the dog as an equal for his wife's affections.

"RED LIPS"

Universal

Directed by..... Melville Brown
Featuring..... Charles Rogers, Marion Nixon

A TYPICAL COLLEGIATE DRAMA ON THE VARIETY OF THE SHY ATHLETIC HERO AND THE COLLEGE WIDOW, WHICH IN THIS CASE IS A BOSTON BEAUTY WHO PALS WITH THE BOYS OF A LOWLY COLLEGE. ROGERS IS HANDSOME AND SINCERE AND NIXON IS PRETTY ENOUGH TO HOLD REAL ATTENTION. THIS FILM IS NOT UNPLEASING BUT LACKS VITALITY FOR ANYTHING MORE THAN A GOOD PROGRAM PICTURE.

An intercollegiate track record-holder coes to the big college and falls in love with the gay Boston visitor. He breaks training to take her home one night and is taken off the team. She realizes the harm she did and leaves him—he grows reckless at her apparent fickleness and goes to the dogs, only to save himself and his college honor in time—as well as the girl's love.

"KRIEMHILD'S REVENGE"

UFA (Siegfried Sequel)

Directed by..... Fritz Lang
Featuring..... Margarete Schoen, Hans Schlettow, Paul Richter, R. Klein-Rogge.

Second portion of the Wagner Nibelunger Ring devoted to a spectacular recounting of the avenging of Siegfried's Death by his widow—powerful and sombre drama of relentless extinction of the Nibelungen by King Attila and his Huns. Powerful cast, great settings and action.

This film, like the first part of the life of Siegfried, is heavy stuff, in the foreign manner, which will appeal to intelligent audiences. The picture needs lively orchestration, as many episodes drag. Subtitles are both in German and English. It takes a while for audience interest to be aroused as the subject material is strange. One awakened, it is held the rest of the way through.

"SHANGHAI DOCUMENT"

Sovkino-Amkino

Photography by..... A. D. Grinberg
Directed by..... Jacob Blokh
Photography by..... Leo Stepanov

This film is a glorified travelogue and more, of the City of Shanghai, its people, customs, industries, amusements and contrasting life, in general, of upper and lower classes.

An attempt is here made to catch the soul of the city in peace and strife, in toil and pleasure.

Recent civil war events are briefly touched on but are not stressed. Action, of course, is rapid and episodic and the real character of the people, both foreign and native is caught by the subtle camera.

"The Ladies' Man"

Fox Movietone (Chic Sale)

Chick Sale as his usual "rube" self in a good low-comedy gag picture. All about the hick that comes to the big city looking for flirtation. He picks up a gal and goes to her home, where things go smoothly until hubby shows up and then Chic, imitating an electrician, goes out the window.

This is a short subject good for a lot of laughs and looks well on the program.

"3 COMRADES AND 1 INVENTION"

Sovkino-Amkino

Directed by..... Alexis Popoff
Featuring..... Serge Iablokov, Serge Iavrentiev, Olga Tretiakova, A. Nirov.

First Russian feature-length comedy, very much unlike American comedies yet strangely akin in fundamental elements of fun and humor the world over. The theme is serious yet hearty laughs and heart sympathy for the comedians exist side by side.

For tired and jaded audiences, this picture will be a welcome relief and will leave a pleasant warmth with patrons when they leave the theatre.

Two soap-factory youths, with an inventive mind, produce a machine that will make packing-boxing cases. The local contractor, with a fat contract for making boxes by hand, uses every trick in his bag to frustrate the successful culmination of the invention. The boys and their girl-friend from the village journey to the state capital for an audience and manage to survive all the traps and vicissitudes in their path. A word of praise is due to the photographer for his gorgeous river scenes.

PATHE STARTS HEAVY PROD. ERA

15 Productions on Schedule For Next Three Months

By JOE BLAU
W. C. Correspondent

Pathe has started on one of the biggest production eras in its history with the beginning of camera work on "Noisy Neighbors" and "The Leatherneck."

"Square Shoulders," Junior Coughlan's next, is rapidly having its continuity whipped into shape while "Ned McCobb's Daughter," "The Shady Lady," "Geraldine," "The Spieler" and "Sal of Singapore" are already in the cutting rooms.

Paul Stein is preparing for early work on Phyllis Haver's next, "The Office Scandal" and William Counsellman, newly arrived in the Pathe fold, is fixing up "Listen Baby" with Scott Darling. This is from an Elsie Janis story.

Dudley Murphy and Elliott Clawson are both busy on the script of "High Voltage" William Boyd's next after "The Leatherneck," while Neil Brant is writing the treatment of another Boyd story, "The Flying Fool."

Robert Armstrong will be featured in "The Elevator Girl" and the list of Pathe activities ends with the announcement that "The Tiger's Shadow," a serial, has been finished and director Spencer Bennett is preparing to start work on the second one of the five scheduled, "The Fire Detective," and the completion of the 18 comedies produced by Mack Sennett.

This is certainly a fine, heavy program and the Pathe Rooster should have plenty to wake up the neighbors about, when all this production comes through.

D. W. -- DE MILLE DIFFER ON TALKING PICTURES

Two decidedly opposite views on the future of talking pictures were expressed the other night by D. W. Griffith and Cecil DeMille, at a meeting of the Academy of Motion Picture Arts and Sciences, J. Stuart Blackton, presiding.

Mr. Griffith declared that he knew nothing about sound or talking pictures and even if he did, wouldn't mention it. He seemed to think that their future is all behind them, so far as art or box-office money-making are concerned.

Mr. DeMille, on the other hand, flatly disagreed with the worthy Griffith's opinion and said that within three years there would not be a silent picture in the theatres of America and very few in Europe.

In conclusion, he stated that, "Everything that the theatre has to offer plus all motion pictures have to offer, is the future of the talkies."

Conrad Nagel gave a brief talk on his experiences in the making of talking pictures and agreed wholly with Mr. DeMille on the great possibilities of the future for sound and talking productions.

STUDIO GOSSIP

Gustave von Seyffertitz has been cast for an important role in "The Case of Lena Smith," as has Leone Lane, recent Paramount "find."

Nora Lane has been given an important role in Adolphe Menjou's next Paramount picture, "Marquis Preferred," Frank Tuttle directing.

Universal is to feature Natalie Kingston in the "Pirate of Panama" by William McLeod Raine, to be directed by Ray Taylor. Others in the cast are: Al Ferguson, George Ovey and May Sutton.

A talking and singing picture in natural colors will be produced in the near future at the Metro-Goldwyn-Mayer studio. Gus Edwards, musical producer who recently arrived at the coast to work on sound development, is preparing a musical revue in two reels in which the various bits and singing numbers will be pictured and recorded through a Movietone color process. Harry Rapf will act as supervisor.

Agnes Christine Johnston has been signed by First National to write the treatment on "The Man and the Moment," the Elinor Glyn story which is to be Billie Dove's next starring vehicle at the Burbank Studios. George Fitzmaurice will direct the production.

Victor Seastrom, having completed direction of "The Masks of the Devil," the Viennese story adapted from a Jacob Wasserman novel, sailed last week for Europe on the "Olympic" accompanied by his wife and two children.

Belle Bennett will play her first part in a talking picture in Tiffany-Stahl production to be filmed in New York.

It is reported that Pola Negri has signed to make three talking pictures for Pathe. The contract was thought to have been arranged when Joseph P. Kennedy conferred recently with Miss Negri in Europe.

8 NEW ATTRACTIONS ON BROADWAY

(Continued from page 1)

Warner Bros.-Vitaphone production "The Home Towners" opens Tuesday at the Warner Theatre; "Me Gangster" a Fox-Raoul Walsh picture, will be at the Roxy; Lon Chaney in "While the City Sleeps" is at the Capitol; "Waterfront," with Mulhall-Mackaill is at the Strand.

"The Stool Pigeon," a Columbia-Hoffman drama will be at the Broadway and F. B. O.'s "Stocks and Bonds" at the Hippodrome. Bebe Daniels in "Take Me Home" will be at the Paramount.

Other attractions held over are "The Wedding March" at the Rivoli; "Battle of the Sexes" at the Rialto, "Lilac Time" at the Central, "Four Devils" at the Gaiety, "Submarine" at the Embassy, "3 Comrades and 1 Invention" at the Cameo and "Kriemhild's Revenge" at the 55th Street.

Al. Green will direct Marion Davies in her production of "The Five O'clock Girl," taken from the stage play of the same name.

Emil Jannings' next will be the "The Seeder," a circus and vaudeville story, which Lewis Milestone will direct.

Metro-Goldwyn-Mayer has assigned Rupert Julian to direct "The Doomed Regiment" by Ben Hecht. This will be filmed with sound and voice effects.

Lina Basquette will play the feminine lead with Jean Hersholt in the "New Generation," the Fanny Hurst story which Columbia pictures is making, Frank Capper directing.

Colleen Moore's next will be another ultra-modern story of this younger generation—an original by Carey Wilson, "That's a Bad Girl." William Seiter will direct.

The local Paramount office admits that negotiations are on for the services of George Gershwin. They want him to play his famous "Rhapsody in Blue" in a sound picture. So far no contracts have been signed.

They've gone and picked another blonde for Adolphe Menjou. This time it's Lucille Powers recently of the extra ranks and she will be the other girl in "Marquis Preferred."

James Gleason has signed a contract with Metro-Goldwyn-Mayer to do stories and sound picture dialogue for that company.

Filming of "Ton War" under the direction of William Wellman started yesterday. Wallace Beery and Florence Vidor head the cast.

Bert Glennon is directing "The Joyride," featuring George LeMaire, for F. B. O. This is a "talkie" short short subject.

Wallace Fox has completed direction of "The Amazing Vagabond" for F. B. O.

Keegan On Tour

Jack R. Keegan, special Vitaphone field representative, leaves this week on an extended trip which will take him to the Warner Bros. Vitaphone branches in Philadelphia, Atlanta, Dallas and Chicago. The Dallas branch opens today.

Mackaill Almost Another "Sadie Thompson"

Dorothy Mackaill, First National star, has just returned from location in Hilo, Hawaii, with the "Changelings" company.

"My Lord!" she wailed, "how I can sympathize with Sadie Thompson. It would drive you nuts." Referring, of course, to the rainy season of that lovely country.

OPINIONS

By W. R. WILKERSON

DIRECTORS

What has happened to some of our big directors of last year, the year before that and still another year back? Why is it that "soandso" who made the outstanding picture for this or that company, has not done a thing worthy of mention since? Why is it that this fellow who showed such great genius in his direction of "Sally at the Sink" slumped terribly in his recent pictures. Our answer is "stories." Others will answer that the brain cells of the particular directors have become retarded and in some instances completely stopped by taking bows along Hollywood Boulevard and accepting the plaudits of the industry and fans throughout the country.

BUM STORIES

The best director in the world cannot make a good picture out of a bum story. He might give it a better treatment than the little \$300 man, but the final result will not add any laurels to his wreath. Out Hollywood way, good stories are often referred to as "director's stories." No doubt for the reason that an ordinarily fair director can make a pretty good picture out of a good story, for with a good story and screen treatment it is hard for even a poor megaphone wielder to turn out anything but a good story.

DIRECTOR'S FAULT

Once a director has really accomplished something good, he is in the position of having a lot to do with the selection of his stories, and it is in this selection that many of our best men fail. We heard one very prominent producer say of an equally prominent director, "If he would permit us to select his stories, he would make the best pictures of any man in this industry, but with him having the yes or no, he will never make another one that will reach better than the neighborhood houses." That statement might be right or wrong; maybe this producer would not be any better in picking them than the director referred to, but the fact remains that story means everything in the making of good pictures. That, to our mind, is the reason why some of our supposedly good directors, have taken flops.

THE TOP

It has always been proven quite a cinch for a director to reach the top in almost one step. But sticking up there is a horse of another color. One good picture will make any director, but the question of "staying made" rests with the type of material either given or selected by him. Go up and down the list, see who is on top today, it won't require much research to find out what put him there. If he was there yesterday and not today, the answer will be equally as easy. One good story is better than fifty good directors.

Eastman Panchromatic Negative

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EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

DAILY REVIEW

EXHIBITORS

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 93

New York, Monday, October 22, 1928

FIVE CENTS

Vital

A good subject is worth more than one discussion. On Saturday we talked about the rebirth of the Motion Picture Theatre Owners as evidenced by the fine success of the Toronto convention. Today we want to look a little bit into the future. There are in the United States fifteen thousand active exhibitors out of a sum total of twenty thousand who are partly exhibitors and partly something else through their activities in other businesses. All of these should be active paying members of the exhibitors' organization. This is not a matter of sentiment; it is just plain business.

* * *

No other big business in the United States is unorganized in its retail activities and the motion picture business needs very definitely the strongest possible exhibitor organization that can be put together. Under the presidency of R. F. Woodhull, who has at his elbow the former president, Michael J. O'Toole, there is no element lacking in leadership. Both are devoted, sincere and industrious men with a capacity for service to the exhibitors that would be hard to match. Their plans for the enlargement of the organization are definitely set, but no two men can do everything and it is plainly up to every exhibitor, whether he be independent or allied with a chain, to personally identify himself with membership in the national organization. The dues are not prohibitive and the results in the matter of general welfare will be tremendous.

* * *

With a strong exhibitor organization, all the problems that affect the exhibitor division of the business can be ironed out and settled amicably in a businesslike manner. Any unfairness that exists can be done away with and there would naturally be developed a cooperative spirit between buyer and seller which would make for general business progress.

* * *

We cannot urge too strongly to every exhibitor in the industry the necessity for joining promptly and paying dues regularly and afterward fully supporting the Motion Picture Theatre Owners of America.

* * *

Labor difficulties which tend to remove the direction of theatres from their present management to other hands, adverse legislation which is an ever present menace and the promotion of public good will rests for the present and the future with this organization cooperating with all other organized forces in the motion picture business.

(Continued on page 2)

32 M.P.T.O.A. Zone Members To Be Appointed At Nov. Meeting

For or Against?

The motion picture industry awaits an expression from:

Film Daily
Motion Picture News
World-Herald

on their stand on the Brookhart Bill-for or against. This measure is a menace to the picture business and silence won't let anybody by. Come on, speak up and let the wide world know where you stand.

Photo-Paper Confab at Biltmore Tuesday

Eastman, Agfa - Ansco and Geveart Co.s on Committee

Invitations to producers, distributors, and users of photographic paper, photo frames, mounts and machines, to attend a general conference of all interested elements of the industry for the consideration of a proposed simplification program for photographic paper, have been sent out by the Division of Simplified Practice of the Department of Commerce.

The purpose of this meeting is to present the proposed simplification schedule on paper sizes to manufacturers of photo frames, mounts, and paper-making machines so that they could consider its adequacy to meet their requirements.

The general conference of manu-

(Continued on page 2)

Roxy To Build New 6,600-Seat Theatre

S. L. Rothafel and associates are contemplating the construction of a brand new mammoth theatre in New York in the Broadway section, which will be the largest theatre in the world, seating 6,600.

This house will not be a picture theatre in the beginning but will feature monthly revues at a \$2.00 top. Roxy figures it will be possible to play to a \$200,000 gross per week, with the highest-priced artists available being secured. Seats will be sold by yearly subscription for a total of 12 shows.

The theatre will be completed in the Spring of 1930 according to plans.

"Dracula" Bought By "U" For Talkie

Universal Pictures have bought the screen rights to the noted stage thriller, "Dracula," which had an extra long run on the London stage before starting its career in this country.

The vampire-mystery story will be a 100 per cent dialogue and sound picture, with Conrad Veidt slated for the chief role of Count Dracula.

Carewe-Jolson Return

Edwin Carewe returns to New York this morning on the Leviathan, from Europe. Al Jolson and his wife are also returning on this boat.

Conference Committee To Establish Contacts For Legislation

The renewed activity of the Motion Picture Theatre Owners of America for a 100 per cent and fully efficient organization is evidenced by the announcement that a meeting of the board of directors has been called for early November.

At the meeting, the thirty-two members of the new Conference Committee, one from each film zone, will be selected. Communications have been established with theatre owner leaders in each of the film zones to determine definitely on the personnel of this Conference Committee. This Committee will be the real important body of the Motion Picture Theatre Owners of America inasmuch as the contracts will be of a kind that will give the situation a nation-wide aspect.

The members of this board will have charge of the legislative and other situations in their territories and this renders their work of the highest importance to the National organization and the motion picture industry generally.

Telegrams in volume have come to National Headquarters from different parts of the country in which substantial theatre owners indicate their approval of the fine business-like industrial conference into which the National

(Continued on page 2)

"U" Chi. Sales Meet

A meeting of all the Universal-Mid-Western sales managers is being held at the Stevens House, Chicago, today and tomorrow, with Morton Van Prague, general sales manager, in charge.

Columbia Pictures To Distribute "Dawn"

"Dawn," the Edith Cavell picture which has been shown in New York at the Times Square and Cameo Theatres, has been acquired by Columbia Pictures for national distribution.

The production is now being road-showed all over the country. It is playing or has played in the Wilmer & Vincent pre-release houses in Pennsylvania the Playhouse in Chicago; the St. Francis, West Coast's road-show house in San Francisco; the St. George, Brooklyn, and the Momart, Brooklyn.

NEW AMPLIFICATION METHOD FOR TALKING-FILM SECRETS

B. J. Madan Sails Wed. 5% Dividend Declared

B. J. Madan, Indian film magnate is planning to sail for Rome on Wednesday, after having completed film and talking picture deals for India.

The Madan Theatre financial statement for the past year listed profits of approximately \$230,000, and a dividend of per cent will be declared.

By SAM HARRIS "Today's Cinema"

London.—An important improvement in sound film amplification will be demonstrated shortly, which is intended to make the sound appear to travel about the screen so as to come from the person singing or talking.

By existing methods the loud speakers are placed by the side of the screen, or behind or just below

(Continued on page 3)

DAILY REVIEW

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Joe Blair, West Coast Representative, 1255 Taramind Avenue, Los Angeles (Phone Hempstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema," 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digests, 259 Spadina Ave., Toronto, Canada.



New York. — Milton Silver, in charge of advertising for Universal, who has been riding with the main herd in the general offices, now has a little house of his own, where he can think deep thoughts without interruption . . . Pete Woodhull, just back from the Toronto convention, is all enthused over the work accomplished and announces that he will tour a number of the mid west states right away. . . . George Harvey says one of the Toronto convention smiles was over the Chicago exhibitor leader who carried a lot of liquid refreshments with him from the Windy City in Canada. . . . John R. Freuler, one of the real old-timers in the picture industry, who has been conspicuous by his absence for a number of years, has returned to the industry and will produce a number of pictures on the coast. . . . Jack Keegan, field representative of Vitaphone, left Saturday on an extended trip through the south and southwest, with Dallas, Texas, as the turning back point. . . . A. C. Blumenthal, who buys theatres for William Fox has been the busy man recently lining up 100 or 150 houses for William Fox to gather into his big chain by signing a bunch of contracts. . . . Carl Laemmle has bought the play "Barnum Was Right," screen rights and everything and will make it into one of the biggest of big comedy pictures. . . . Jules Levy says he doesn't care much what happens to him now since they're got him playing Ping Pong at the Motion Picture Club. . . . Kurt Hubert, director general of UFA in New York for a series of conferences with Frederick Wynne-Jones, the American representative of the big German company. . . . Abe Stern left Friday night for the coast to get the Stern Brothers wheel of industry started on their Autumnal grind. . . . Paul Gulick, after four days in Toronto, just had to spend Saturday and Sunday on his golf course to get the Canadian air out of his system. . . .

IZZ ZAT ZO!

Believe it or not, two woodpeckers yesterday afternoon flew into the lobby of the Central Theatre where Colleen Moore's First National Picture, "Lilac Time," is enjoying a successful run, and ensconced themselves in one of the lilac bushes which lends an appropriate decorative touch to the lobby. They basked in the lobby spotlights.

Gotham Bristolphone Ends 1st Convention

Marking the completion of the first sales meeting staged since Gotham Bristolphone acquired the national distributing rights of the Bristolphone synchronizing disc systems, sixteen Gotham branch managers from all over the country leave for their home offices thoroughly acquainted with the workings, the mechanical ramifications and tonal felicity of the Bristolphone device.

Among those present were: L. G. Berman, Chicago; Phil Monsky, Omaha; Claude Townsend, Detroit; Donn Hayes, Los Angeles; Wm. Hurlburt, Detroit; Jess Fishman, Cleveland; B. Rosenthal, St. Louis; Chas. Bessenbacher, Kansas City; J. S. Berkowitz, San Francisco; R. G. Romney, St. John; M. Trueman, St. John; Herk Webster, Buffalo; Morris Fitzer, Buffalo; L. Korson, Ben Amsterdam, Phila.; Mr. and Mrs. Jack Grauman, Milwaukee; Mr. and Mrs. Strauss, Milwaukee; Al Steffes, Minneapolis; Col. Cole, Dallas; Chas. Rogers, Budd Rogers, Sam Sax, John Weber, Harold Shumate of the home office.

32 M.P.T.O.A. Members Appointed at Nov. Meeting

(Continued from page 1)

tional Convention resolves itself at Toronto. They take the position that it reflects in a very pronounced way the opinions and desires of theatre owners everywhere as the tendency is now more pronounced than ever to entirely safeguard their interest through lines of procedure established at the Toronto Convention.

Doug-Mary Coming

Doug Fairbanks and Mary Pickford are planning to come East for about ten days, as Miss Pickford wants to take a few more looks at "Coquette," and to interview players under consideration for parts in her film version of that drama.

"What's Right With The Movies"

Number One of A Series From Industry's Leaders

By J. D. WILLIAMS

There are a great many things right with the movies and very few that are wrong. The right thing in the movies in my opinion is the great comedy brigade that furnishes us with our wonderful comedies. The old adage "Laugh and the World laughs with you," is the greatest tonic for all ills that could be devised.

Charles Chaplin is the greatest ambassador that England has ever had.

Harold Lloyd is the greatest ambassador that America has ever had.

I have seen the natives in the South Sea Islands in a theatre looking at a Chaplin picture throw their hats in the air when his picture came one the screen, and when you think of the millions of people that comedians in the movies make laugh every day you may consider the tremendous good it is doing the world. The comedy makers in the motion picture business deserve much more credit than any other branch in the industry.

Look at the list: Charles Chaplin, Harold Lloyd, Mack Sennett, Hal Roach, Jack White, the Christies and the Sterns. Just think what they have all done to develop the making of comedies. Not a complaint do you

hear from any country in the world about American comedies. They lead the world because they are the best.

Look at the preparations now being made by these great comedy producers with a view to making sound and talking pictures. You will find when the picture rage is well started that the comedy producers will be well to the front. Of all the developments and progress made in our business, the progress of comedy has been the greatest.

I just looked at a comedy made by Monty Banks called "Honeymoon Abroad." He made this picture in England, Paris and London. It will make twenty millions or more American people laugh. The difference in American and French comedy situations will be discussed by hundreds of thousands of people who will do more to bring about an international feeling of Good Will than any other single factor. That is really a great thing for the motion picture business. The good accomplished by motion picture comedies will have more than offset one hundred times anything that is wrong with the movies.

More power to you and your paper for the good work you are doing for the motion picture.

Miehling With Publix In June 21 Years

Rudolph Miehling, assistant to Harry Rubin, Projection Department of Publix Theatres, who addressed the M.P.T.O.A. Convention in Toronto, is an Electrical Engineer and has 21 years experience in the motion picture field.

For the last two and a half years, Miehling has been instructing projectionists on sound apparatus, for Electrical Research Products Co. and Publix.

"Annapolis" Theme Song

"My Annapolis" (And You), a fox-trot ballad written by Charles Weinberg and Irving Bobo is the theme song being used by Josiah Zuro in his scoring of Pathe's "Annapolis," which will be recorded by RCA Photophone at Sound Studios, Inc., this week.

This number is being published by Bibb, Bloedon and Lang, Inc., who are arranging special displays for exhibitors playing this picture in either sound or silent versions.

Photo—Paper Confab at Biltmore Tuesday

(Continued from page 1)

facturers, distributors, and users of the commodity in question will be held tomorrow at the Hotel Biltmore.

The simplified practice committee consisted of Frank L. Andrews of the Eastman Kodak Company; Joseph Coenen of the Geveart Company of America; L. D. Fields of the Defender Photo Supply Company; Sherman Hall of the Agfa-Ansco Corporation; and J. R. Wilson of The Haloid Company.

VITAL

(Continued from page 1)

Will H. Hays, president of the Motion Picture Producers and Distributors' Association has expressed himself definitely as to the need of a strong organized exhibitor group, and in so doing he voices the sentiment of all producers and distributors in the business.

* * *

An alive, alert body will safeguard the future of the motion picture business and the exhibitor who refuses or hesitates about joining is standing in his own light.

ARTHUR JAMES.

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J. F. Lyons, Mgr.

U. A. Officials Hear Pickford Test at H. O.

Zellner Brings Voice Tests Made by Mary For "Coquette"

By W. R. W.

Mary Pickford's voice was reproduced on the screen at the United Artists' projection room in New York, at a private showing to company officials.

The tests were made by Miss Pickford, under the direction of Sam Taylor, at the Paramount studios in Hollywood, prior to Miss Pickford's purchase of the screen rights of "Coquette" for her first all talking picture.

Miss Pickford's voice was brought from Hollywood by Arthur J. Zellner, who arrived in New York yesterday for a conference at the Eastern office.

The tests were 400 feet long, made under the dual film process. The scenes were from "My Best Girl," which Taylor, who will direct Miss Pickford in "Coquette," also directed.

Texarkana Managers In Blue Law Arrest

Texarkana, Tex.—Arthur Hardin and Mrs. Hardin, managers of the Saenger and Strand Theatres were last week arrested and released on their own recognizance, on charges of violating the Sunday Blue Laws.

Texarkana theatres were well patronized for the first Sunday pictures in the history of the city. The Saenger and Strand on Texas ground and the Gem in Arkansas, all played to huge audiences.

The arrests will form a test for Sunday pictures for all towns in this section hereafter.

New Amplification Method For Talking-Film Secrets

(Continued from page 1)

it, as near to the character supposed to be speaking as possible, to support the illusion that the voice is coming from the artist.

Critics of present-day talking pictures have complained that the voices often seem to be coming out of the speaker's left vest pocket or down about his shoes, but with this invention, the "bi-aural" sense which judges sound according to the intensity with which it reaches each ear and thus directs the eye, was specialized on and the inventor thus far has obtained an illusion of direction within a few degrees of the one required.

Cohen Opening New Florida Theatre

Sindey S. Cohen, well-known independent exhibitor, is preparing to open his new theatre in Pensacola, Florida, in the early Spring and has sent C. J. McLane there to act as his personal representative.

Benton-Comerford Playing 1st Nat'l

A. W. Smith, Jr., Eastern Sales manager for First National, closed for the Benton Circuit, with principal theatres in Saratoga, Glens Falls and Plattsburgh, N. Y., for the complete First National product for the current season, both President Group productions and the specials.

Smith also reports the closing of a similar contract with the Comerford Circuit of Eastern Pennsylvania, with principal theatres in Wilkes-Barre and Scranton.

M-G-M 2-Reel Talkies

Metro-Goldwyn-Mayer have signed Lionel Barrymore and Lowell Sherman to direct a series of two reel talking pictures for them.

Griffith's Sound Dissolve

D. W. Griffith, who gave to silent films the close-up and the fade-out, is now using in sound pictures, the sound dissolve and the sound fade-out. These effects will be presented in "The Love Song," in which William Bove, Jetta Goudal and Lupe Velez appear.

Fejos Returns to W. C.

Dr. Paul Fejos, director, and Glenn Tryon, star, who have been in New York taking atmospheric shots for Universal's production of "Broadway," the celebrated Jed Harris stage success, have returned to California, leaving Arthur Cozine, New York location expert and production executive, to complete the New York shots necessary for the picture.

Graham Wilcox Making Television Film

London.—The Baird Television apparatus and its use forms the theme of a new production which Graham-Wilcox-P. MacLean Rogers are producing. It is called "The Third Eye" and is said to contain a thrilling novelty appeal. The entire Television process will be demonstrated as part of the dramatic story.

PHOTOTONE RUSHES ON DIALOGUE O.K.

Dialogue-dancing sequences made by Eddie Quillan and Lina Basquette for the vaudeville rehearsal and performance scenes of Pathe's "Show Folks" are "sensationally good," according to a West Coast wire to Colvin W. Brown, executive vice-president, following the screening of rushes of this RCA Photophone recording.

Benjamin Glazer directed the team of Eddie Kehoe and Company, otherwise Quillan and Miss Basquette, in a typical conversational dancing Vaudeville act in which lively patter was intermixed with agile steps and tinkling tunes.

\$5,000,000 British Theatre Corp. Formed

London.—The Associated British Cinemas, with a capitalization of \$5,000,000 has been formed and will be controlled by the British International Pictures.

The Associated was formed to take over the Savoy Cinemas, Ltd., with about 20 existing theatres and the Scottish Cinema and Variety Theatres, with a like amount. Additional theatres of 3,000 seating capacity will be built, in three or four of the larger cities in the U. K.

Barnes-McIntyre Here

George Barnes, ace cameraman, and Bob McIntyre, casting head of Samuel Goldwyn corporation, are in New York at the Park Central.

Both are here in connection with the new Vilma Banky picture, "Next Thing to Heaven," to be filmed in and around New York.

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Classified Advertisements

Advertisements in this section, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

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MOTION PICTURE AND "STILL" cameras rented, sold and exchanged. Portable lights for sale and for rent. Keep us advised of your wants. Ruby Camera Company, 727 Seventh Avenue, New York City.

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MOTION PICTURES MADE TO ORDER. Commercial, Home or Industrial. We have excellent facilities and the best cameramen. Our price, 20c per foot. Ruby Film Company, 727 Seventh Avenue, New York City.

BUSINESS OPPORTUNITIES
WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

OPINIONS

By W. R. WILKERSON

MOVIETONE CITY.

The Fox organization, both East and West, are certainly putting on the steam regarding Movietone City, soon to open in Hollywood. This plant, when opened, will present the finest in everything that could be put into a studio for the making of sound pictures, in addition to giving Fox, together with his Sunset Bldg. property, more stage space than any other studio in the world. With this in consideration, the organization spoken of above, have plenty of reason to get steamed up.

NEWS IN SOUND

Speaking of Fox reminds us that we were talking to a representative of one of the big news weeklies and we asked him about the sound situation in so far as his releases were concerned. He replied, "I suppose we will get to it in time, when, I can't say." He went on further, "Do you know the cost of getting the equipment, by that I mean a sound truck, special camera, etc., for one unit?" We said we did not. "Well, it will go well over \$25,000 and when you consider the extra cost in developing and printing and the number of units that have to be outfitted throughout the world, you have an item that is staggering. Add to this the amount of houses now wired for sound pictures and estimate the small gross to be had at this time, and you will have a glaring deficit staring you in the face."

HOW ABOUT FOX?

With the above figures in mind and the small amount of theatres equipt for running sound pictures, it occurs to us that Fox is taking one on the chin at this moment in so far as his Movietone News is concerned. But, somehow or other, if we were in the Fox shoes and had the chin to take it on, we would be glad to take it, feeling we had a punch to deliver in return. This Movietone News is great stuff and, in so far as we are concerned, more than anything else is responsible for our present talkie craze.

TREM CARR.

Trem Carr is fastly forcing himself to the front as a producer of independent product. He has been going along for the last couple of years unsung and hardly heard of, but his pictures have been doing a lot of talking. We hear great things about the "Isle of Lost Men." We hope Ray Johnston invites us for a screening.

Vidor to Retire

It is said that Florence Vidor, on the completion of her present Paramount contract, will retire from pictures and assume the role of Mrs. Jascha Heifetz, exclusively.

Sea Melo for Rayart

Next on the list of Rayart's Box Office Twenty to go into production at Mack Sennett Studios is "Ships of the Night." Producer Trem Carr has lined up an excellent cast, headed by Jacqueline Logan, Sojin, Arthur Rankin, Andy Clyde, Glen Cavander, J. P. McGowan, Frank Moran and Tom Curran.

The HANA-PHONE
HEAR WHAT YOU SEE

Announcement!

ONCE each year the personalities of motion pictures have an opportunity to express their cheerfulness and good will, their satisfaction or hope to their friends and to the leaders of the business which makes everything possible. To make this expression and representation of real value **MOTION PICTURES TODAY**, the paper with the only complete and blanket circulation of the industry, the only paper that now is regularly and always read, will publish a Special De Luxe Holiday Number with four special eight page sections in rotogravure in superb color. It will be unlike, and finer than, anything the industry has ever known.

The designs are by Mr. Lambert Guenther, the most distinguished commercial artist in America and recognized by the Metropolitan Museum of Art for his supreme contributions to the growth of commercial art in this country. Assisting will be Mr. Robert Frazier, recognized as at the very top of his profession in rotogravure art.

The special sections will give pictorial opportunity for those who have been recognized and favored to greet personally their fellow players, the exhibitors—all of them—and the executives in a pleasant, handsome and appropriate manner with a picture and a greeting.

The prices have been arranged in accord with costs and the representation can be regulated entirely by the purse. **MOTION PICTURES TODAY** is more interested in the representation than in the amount or size of space utilized by each one desiring to be included in this fine holiday party to be looked in upon by all the picture people on earth.

No other greeting to the industry is necessary, no other space need be purchased because this is the Big Party and the biggest Party the

motion picture business in all its fine history ever saw.

We suggest that you reserve space early and that you send your picture and greeting well before December 1st, because fine work requires care and time and our sections start to close on that date. Today is the best time you could figure on. We can take care of you a little later but for your own advantage be as early as possible and let your own good imagination figure the holiday spirit in advance for good and practical reasons.

If you want us to contrive a suitable greeting rest assured you will not be disappointed as you will be cared for with dignity, taste and friendly consideration.

This is an unusual event in an unusual newspaper, the one that has captured the admiration of the trade by doing excellently and professionally all that it has set out to do—your editor requests your best as well as your immediate consideration.

Cordially,

Arthur James

NOTE—800 Daily Newspapers Cooperate With Motion Pictures Today

In This Issue Al Lichtman Tells "What's Right With The Movies"

DAILY REVIEW

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 94

New York, Tuesday, October 23, 1928

FIVE CENTS

ART!

If there is no other art than the art of denial in the picture business, there is still enough art for all. At an Academy dinner in Los Angeles, D. W. Griffith, the grand old lion of production, was quoted as saying there was no art in the movies, that the movies were a business.

* * *

Yesterday Mr. Griffith caused to be wired East that he has made no such statement but that our medium, the screen, was perishable and that pictures were written in sand.

* * *

"What I did say," says D. W., "was that I personally preferred to have Motion Pictures called a business; I do not think the industry is yet deserving of being called an art, despite Mr. William deMille's kindly assertion, made in rebuttal, that pictures were deserving of being called an art and that I had made many that had helped to make it an art."

* * *

"I went on to say that when Motion Pictures had created something to compare with the plays of Euripides, that have lasted these two thousand years, or the works of Homer, or the plays of Shakespeare, or of Ibsen, or Keats' 'Ode to a Nightingale' or the music of Handel and Bach and Wagner, then let us call our new form of entertainment an art, but not before."

* * *

Mr. Griffith evidently believes that art to be art must have long life. If he will not grant that motion pictures have reached the altitude of the fine arts and fit to be associated with music, painting, sculpture and poetry we suggest he see "The Patriot" and then give us his views.

* * *

At least pictures can be reckoned between the industrial and the liberal arts, because they have in them superb mechanics and they provide an avenue of expression for history, science and philosophy.

* * *

We regard D. W. Griffith with a respect bordering on awe but we wish he would let Victor Shapiro make his speeches.

ARTHUR JAMES.

SONORA-ACOUSTICS IN DEAL WITH NEW BRISTOLPHONE CO.

"Wings" Record Run at Criterion Ends

"Interference" 100% All-Talkie Opens Friday

Having completed one of the finest long-run records of any picture in any theatre in the world at a \$2.00 top, Paramount Famous-Lasky's remarkable production "Wings" will end its run of a year and three months at the Criterion this week.

The picture has not only made a record for time but for consecutive

(Continued on page 2)

British Phonofilm Features For U. S.

General Talking Pictures To Distribute

The General Talking Pictures Corporation, which controls the De Forest Phonofilm Patents in this country, has made arrangements to distribute talking pictures made with Phonofilm in England, for this country.

The first feature made by the British Sound Film Productions, which uses the Phonofilm method

(Continued on page 4)

Radio-Keith-Orpheum Formed By 3 Companies

"Mother of Mine" on Prima Vox System

The Zakoro Film Corp. will distribute their forthcoming picture, "Mother of Mine," in combination with a sound device known as the Prima Vox. The film was written, directed and produced by Jacques Feyder. It was adapted and edited by Walter Anthony, Edward Kahn and Maurice Pivar.

Howell Dead

J. T. Howell, exhibitor of the Washington Theatre, Washington, N. J., well known to the industry in the East, passed away last Saturday morning. The funeral will take place today.

BROADWAY RECEIPTS

Week Ending October 20

Warner—The Terror	\$19,151
W. Garden—Singing Fool	43,714
Roxy—Air Circus	104,000
Paramount—Moran of Marines	72,500
Rialto—Battle of Sexes	25,100
Rivoli—Wedding March	33,300
Capitol—Dancing Daughters	91,536
Astor—White Shadows	15,438
Colony—Lonesome	12,136
Central—Lilac Time	13,531
Gaiety—Four Devils	15,236
Criterion—Wings	10,383
Cameo—3 Comrades	7,400

"Mammy" Selected As Jolson's Next

Al Jolson, Warner Bros. star, who returned yesterday on the Leviathan from London said that his next production for Warner Bros. would be called "Mammy." Meanwhile, his latest starring vehicle, "The Singing Fool" at the Winter Garden is standing them up on Broadway.

"Eyes of The World"

Paramount exploiters are sending a clever reminder of the Paramount News to exhibitors, in the form of huge spectacles duly inscribed.

Lesser and F. Warner To Distribute — Produce Bristol Disc Films

With the consummation of a deal between Sol Lesser, Franklyn Warner and W. H. Bristol, head of Bristolphone of the formation of the American Picturephone Corporation comes information that the Sonora Phonograph Company has together with General Acoustics, gone into a proposition with William H. Bristol and his Bristolphone, that will make of this organization one of the greatest in the talking picture field.

No one at Sonora will talk and in an effort to reach Mr. Bristol at Watertbury, Conn., information was received that he had gone for the day. But there is no question that the deal is set and if not actually closed will be within hours.

The Lesser Deal

The entry of Sol Lesser into the talking picture field with Picturphone is of great importance. Mr. Lesser has always been one of the truly great forces in the motion picture business and when he sold out his interests in

(Continued on page 2)

1st National Revises President Group List

Depivet Schedules Eight All-Dialogue Specials and Eighteen Features

Twenty-six dialogue pictures and eleven pictures with sound synchronization will be included in First National's 1928-29 President Group of productions, according to the revised schedule which has just been announced by General Sales Manager Ned E. Depinet.

Arrangements have been completed, according to this announcement, whereby First National will have at its disposal facilities recognized as the leading ones in the industry for the production and development of these talking and sound pictures.

Included in the program of all-dialogue pictures are eight specials and eighteen feature productions. The specials include three Colleen Moore pictures, including "Synthetic Sin," Corinne Griffith's "The Divine Lady," "The Barker," "Stranded in Paradise," "The Squall," and a Billie Dove special as yet untitled.

RCA-KAO and FBO Shareholders to Pool Resources

Sarnoff, Chairman

A committee composed of E. F. Albee, Walter P. Cooke, Maurice Goodman, Marcus Heiman, B. B. Kahane, Joseph P. Kennedy and J. J. Muddock yesterday announced to the common stockholders of the Keith-Albee-Orpheum Corporation that holders of 40% of outstanding K-A-O common stock, including the Chairman of the Board of Directors, the President and other executive officers and a majority

(Continued on page 2)

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

ARTHUR JAMES, *Editor*
W. R. WILKERSON, *Publisher*

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Joe Blair, West Coast Representative, 1255 Taramind Avenue, Los Angeles (Phone Hempstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema," 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digests, 259 Spadina Ave., Toronto, Canada.



New York. — Max Alexander, Eastern representative of Stern Bros. is making what is probably the record trip from New York to Los Angeles and return, going out there with **Abe Stern**, staying one day and starting right back again. . . . **Julius Singer** has a new office up at Universal and has to have a guide to help him find it every time he goes out for a fresh slave or a new boutonniere. . . . **Robert Ober** and **Delight Evans** will be the attraction at the A. M. P. A. on Nov. 1, with Delight always attractive and Ober doing his best to be so with the handicap of Delight as the other guest of honor. . . . **Lou Metzger** was the recipient of a testimonial gathering at Universal's offices last Saturday, **Carl Laemmle** and others doing a lot of speechmaking and telling what a great fellow Metzger is and everybody who knows him will say the same. . . . **George Harvey** is back to his own A. M. P. A. on Thursday and has called a closed meeting for the purpose, some people guess, of giving the boys the real low down on just what happened and what it tasted like up at Toronto. . . . **Ted Schlanger** and **Fred McConnell**, who have been down in New Orleans for the past week, will arrive at the home port today. . . . **Jack Cohn**, who has been on the west coast for a long stay while his brother Harry was taking a little restful vacation, is due back in New York the latter part of next week, and Joe Brandt is already beginning to perk up. . . . **Barney Rosenthal**, big exchange man from St. Louis is here looking them over and hasn't yet been forced to adopt dinner glasses. . . . **Alex Moss**, just riding around town, noticed a number of one sheets announcing that Loew theatres were being wired for sound, and another one sheet alongside boosting "The Power of Silence." . . .

"What's Right With The Movies"

Second of a Series by Industry Leaders

By **AL LICHTMAN**

Vice President and General Manager of United Artists

What a refreshing question, "What's right with the movies?" after twenty years of hearing "What's wrong with the movies?"

Giving entertainment to countless millions is right. Bringing drama, music and beauty into the lives of those who live in small communities is right.

Theatre ownership and theatre management on a businesslike and efficient basis is right.

Pictures constantly improving is right. Producers with their eyes on production values and their minds on the box-office. Producers who make an exceptional picture can now profit for their resourcefulness, enterprise and ingenuity and that is right.

Stabilizing of all branches of the

industry in keeping with the economic laws of big business is right. The favorable change of attitude of bankers and public. A closer understanding existing between film salesmen and showmen.

The sympathy that has grown up between each branch of the industry with the problems of the other is right. The lessening of conflict and the broadening of cooperation. The fundamental desire for a genuine understanding that is motivating the industry.

There is more honesty in the business. The value of frankness has been proved.

That's what's right with the movies. There's nothing left, is there?

Sonora-Acoustics In Bristolphone Deal

(Continued from page 1)

West Coast Theatres and discontinued his production activities, everyone that knew him figured it would not be long before he would return to active duty in this industry.

In association with Fraklyn Warner of Los Angeles, Mr. Lesser will immediately start construction of sound studios in New York City and Los Angeles.

The new company is privately owned and starts with a production budget of five million dollars. Its first talkie, an adaptation of the stage play, "The Great Power," is nearing completion in the studios of the W. H. Bristol Talking Pictures Corporation at Waterbury, Conn.

Two additional productions will be made at the Bristol plant in Waterbury, on the completion of which it is expected that the new sound studios of American Picturephone in New York and Los Angeles will be ready. The new studios will be available to producers who wish to make dialogue pictures by the Bristol process.

Thall Replaces Stuart As Division Manager

Seattle. — To replace Herschel Stuart, formerly Seattle Division Manager of West Coast Theatres, who has gone East to Manage the Fox Poli Circuit, Charles M. Thall has been appointed Stuart's successor. Thall has been with the Wesco for seven years.

O'Hay Will Toastmaster

Because William Collier is leaving for Hollywood, Captain Irving O'Hay, prominent friar, will act as Toastmaster in his stead at the testimonial dinner to be given Harry Cooper Sunday evening, Oct. 28 at the Hotel Commodore. Mayor Walker will speak on this occasion, as well as Eddie Cantor, George Jessel and Bugs Baer.

Title Changed

The title of the next sam. Goldwyn-Vilma Banky picture has been changed from "Childs Fifth Avenue" to "Next Thing to Heaven." Shooting will begin in New York about Oct. 26th, Al Santell directing.

"Wings" Record Run at Criterion Ends

(Continued from page 1)

sustained box-office pulling power, not only in New York but in other domestic and foreign first-run playhouses.

"Wings" will be followed by Paramount's first all-dialogue picture "Interference" taken from a Broadway stage success. This will open at the Criterion Friday night.

The picture had two directors—Lothar Mendes who made a silent version and Roy Pomeroy, the sound synchronized version, and the cast features Evelyn Brent, Clive Brook, Doris Kenyon and William Powell.

Unwelcome Hoosegow

To publicize the picture special, "Unwelcome Children," a young woman staged—under tutelage—an abandoned wife, out in Camden, New Jersey, but when arrested, after a supposed attempt at suicide, by jumping into the Delaware River from the Camden-Philadelphia bridge she told a sobbing story of her search for her runaway husband and her expectancy of the stork. When she told the Judge two stories he gave her three months for perjury and then gave three months to the fixer who rushed in to play the role of the husband. She called herself Mrs. Barbara Elliott and bozo was called Charles.

Oh! these amateurs!

Ampa Sets Nov. 20 as Date of Anglo-American Dinner

The Sam Harris Trophy Committee of the Associated Motion Picture Advertisers announces that the Anglo-American Dinner at which the Trophy will be awarded, will be given at the Biltmore Hotel in New York on November 20, at 7:30 P.M. "The dinner will be the first step in the campaign of the A.M.P.A. to

foster Anglo-American friendship and to further international peace.

The A.M.P.A. already has received assurance of the presence at the dinner of a number of government officials, and many men prominent in the film industry. Mr. Harris will come from England for the specific purpose of making the presentation.

Radio Deal Set For Keith-Orpheum-FBO

(Continued from page 1)

of the Directors, have entered into an agreement for the organization of a New Company to be known as Radio-Keith-Orpheum Corporation, which will issue shares of its Class A stock, share for share, for Common Stock of K-A-O Corp., and will also issue 500,000 shares of Class B Stock in consideration of certain contracts to be made with the New Company by RCA; RCA Photophone, Inc., and National Broadcasting Company.

David Sarnoff, V.P. and General Manager of Radio Corporation of America has accepted the office of Chairman of the Board of Directors of the New Company and RCA will have substantial representation upon the Board.

The plan as formulated, includes the issuance of Class A stock of the New Company, for an exchange share for share of the Capital Stock of FBO productions, Inc.

The group of K-A-O stockholders who have entered into the agreement, believe that the association of RCA and RCA Photophone and the Nat. Broadcasting Co. through the new organization will create a combination of vaudeville, talking moving pictures and radio, with vast possibilities of expansion. The inclusion of FBO will add to the business an established unit for the production and distribution of pictures.

In order for the plan to become really operative, the consent of 51% of the common stock of K-A-O Corporation is necessary, 40% having already consented. Stock exchange will have to be completed before November 15th. If all the holders of outstanding stock in both K-A-O and FBO take advantage of the swap, the new company will issue approximately 1,320,000 shares of Class A stock and when additional Class B stock is issued, a total of 2,000,000 shares of Class A will be outstanding.

British Phonofilm Features for U.S.

(Continued from page 1)

exclusively, is titled "Sinews of War" by Arnold Bennett and Eden Phillpotts and it will be completed within six weeks and shipped to America immediately.

To the Common Stockholders of
Keith-Albee-Orpheum Corporation

Holders of over 40% of the outstanding Common Stock of Keith-Albee-Orpheum Corporation have entered into an agreement for the organization of a New Company to be known as Radio-Keith-Orpheum Corporation, which will issue shares of its Class A Stock, share for share, for Common Stock of Keith-Albee-Orpheum Corporation tendered for exchange, and which will also issue 500,000 shares of Class B Stock in consideration of certain contracts to be made with the New Company by Radio Corporation of America, R.C.A. Photophone, Inc., and National Broadcasting Company.

Mr. David Sarnoff, Vice-President and General Manager of Radio Corporation of America, has accepted the office of Chairman of the Board of Directors of the New Company, and Radio Corporation of America will have substantial representation upon the Board.

It is contemplated that shares of Class A Stock of the New Company will also be issued, share for share, for capital stock of F.B.O. Productions, Inc. a corporation engaged in the production and distribution of motion pictures, and additional shares of Class A Stock may be issued for the purposes set forth in the Plan.

Copies of the Plan containing further details and of the Deposit Agreement, may be obtained from Empire Trust Company, Depositary, 120 Broadway, New York, N. Y.

Holders of Common Stock of Keith-Albee-Orpheum Corporation desiring to deposit their stock for exchange under the Plan, should immediately deliver or forward by registered mail insured their stock certificates to the Depositary. Stock certificates should be endorsed in blank for transfer and the endorsement witnessed and guaranteed by a bank. The Depositary will issue transferable Certificates of Deposit. All transfer tax stamps required will be affixed by the Committee.

The group of Keith-Albee-Orpheum Corporation stockholders who have entered into the agreement believe that the association of Radio Corporation of America, and its subsidiary, R.C.A. Photophone, Inc. (controlling the Photophone devices for the synchronization of sound and motion pictures), and its affiliated company, National Broadcasting Company, with your Company through the organization of the New Company will create a combination of vaudeville, talking moving pictures and radio with vast possibilities of expansion in the entertainment field. The inclusion of F.B.O. Productions, Inc. will add to the business an established unit for the production and distribution of moving pictures. The undersigned deem the carrying out of the Plan exceedingly desirable and beneficial from the standpoint of your Company and invite and advise all holders of the Common Stock of Keith-Albee-Orpheum Corporation to join in exchanging their stock for stock of the New Company.

Lehman Brothers and Blair & Co., Inc., who are holders of substantial amounts of common stock of Keith-Albee-Orpheum Corporation and have taken an active part in the negotiations for the organization of the New Company, have approved and agreed to the Plan.

Attention is called to the fact that in order to declare the Plan operative, the consent of only 51% of the Common Stock of Keith-Albee-Orpheum Corporation is necessary and that over 40% of such Stock outstanding has already consented. **In order to insure participation in the Plan and the full benefits thereof, Stock should be deposited on or before November 15, 1928.**

**E. F. ALBEE,
 WALTER P. COOKE,
 MAURICE GOODMAN,
 MARCUS HEIMAN,
 B. B. KAHANE,
 JOSEPH P. KENNEDY,
 J. J. MURDOCK,
 Committee.**

October 22, 1928.

Einfeld Proud Daddy

S. Charles Einfeld, assistant advertising manager for First National Pictures, is the father of an eight-pound son, Richard, born Sunday morning, October 21st. Mother and child are reported doing well.

Incorporation

Rochester.—The Supreme Film Exchange of Rochester has been organized with a \$20,000 capital, to deal in motion picture equipment.

Seider in Paris

Joe Seider, president of the New Jersey M.P.T.O. now on a European jaunt with Mrs. Sieder, postcards in from Paris about the lovely time he is having. He won't be the same man he was, when he returns. X marks the spot—where Joe had his foot on the rail.

Kipprius Books Pathe

The Kipprius Circuit in the San Francisco territory has signed up for the season's Pathe product.

Cooper Dinner

Owing to the fact that William Collier is leaving for Hollywood, Captain Irving O'Hay, prominent Friar, will act as Toastmaster instead of Mr. Collier as previously announced at the testimonial dinner to be given Harry Cooper on Sunday evening, October 28th, at the Hotel Commodore. Mayor Walker will be a prominent speaker on this occasion, as well as Eddie Cantor, George Jessel and Bugs Baer.

Doug-Mary to Attend Tax Appeal Hearing

Hollywood.—The Board of Tax Appeals will hear arguments on October 25th, on the allegation by the Government that Douglas Fairbanks and Mary Pickford owe approximately \$1,000,000 in back taxes.

The United Artists stars are expected to attend the hearing in Washington, D. C. with their attorneys. The results of the conference are expected to obviate the necessity for actual legal action.

Universal Signs Whiteman For Orchestral Sound Picture

OPINIONS

By W. R. WILKERSON

"SOL'S" BACK

A lot of the boys will be saying "I told you so." This, in reference to Sol Lessor's re-entry into the picture business. We were not so sure he had left. For after he sold out his theatre interests in West Coast and returned from his trip to Europe, he was in with Col. Fred Levy and others in a big chain of small town theatres. A sort of Woolworth idea. But it was no surprise to anyone to hear that Sol was back in production and distribution, and how. The hook-up with Franklyn Warner on the distribution of Bristolphone equipment and the making of a lot of talkies, long and short using the Bristolphone method, seems to be a great spot for Sol. We hear that they are to start the construction of a New York and Hollywood studio at once, and of great interest is the fact that they will rent space to other independent producers for the making of talking pictures with the Bristol method.

PICTUREPHONE

We had a high regard for Bristolphone and this feeling has been greatly increased with Sol Lessor in the picture. His company, Picturephone, will produce and distribute talking pictures aside from equipping theatres all over the country with Bristolphone under the new brand name of Picturephone.

INSIDE STORY

Lessor came to New York a short while ago, ready to sign up for another talking process. He was about ready to close when he heard of William Bristol and his patent. It is said that ten minutes after hearing this one, he forgot all about the other one.

Jazz King and Band to Make Film Story of Leader's Life

By W. R. W.

A new personality for the movies, a new record in moving picture compensation, and a totally new form of moving picture entertainment were signallized yesterday when a contract was signed between Paul Whiteman, jazz king, and Carl Laemmle, president of Universal Pictures Corporation.

Weeks of negotiation followed the original broaching of the subject to Paul Whiteman, but Universal's proposition was so tempting that a contract was the result. By virtue of this contract, Whiteman and his jazz orchestra will interrupt their tour of the country on the first of February for eight weeks to make a production at Universal City which will embody a great many of the tremendously interesting and dramatic incidents in the life of Paul Whiteman.

In the meantime, a screen writer will be assigned to accompany Whiteman on his present tour of the United States. During this tour he will write the screen story, working in the elements which have made Whiteman great and which would adapt themselves to the new form of screen entertainment. The final story will be accompanied by many of the musical compositions which Whiteman has made famous and his entire organization of thirty individual musicians will be used in the portrayal of these compositions. Mr. Laemmle has a series of options for following pictures, which will bring the total compensation to Paul Whiteman well above the million dollar mark.

Porto Rico Slowly Recovering Only 50 Theatres In Operation

Cuba Also Suffering from Depression—New Sugar Crop Awaited

Film conditions in Porto Rico are in bad shape as the result of the recent cyclone and about 50 theatres are all that are operating at the present time.

F. H. Knocke, President of the Medal Film Co., Inc., who is Pathe distributor for Cuba, Porto Rico, the Dominican Republic and the Virgin Islands, stated before sailing for Central America, Saturday, that it will take about six months before the motion picture business in Porto Rico will be near normal once again.

Knocke also stated that Cuba has been suffering for some time from a severe general business depression which has greatly affected the film business, but he thinks that within a couple of months when the new sugar campaign starts, there will be noticeable improvement.

The Medal Film Co. has signed a new contract for the entire Pathe line-up of 1928-29, the deal being consummated by Arthur Rousseau, V. P. and Carlos Jimenez, Latin American representative of Pathe International Corp.

Regarding the hurricane and Cuban conditions, information gleaned from the foreign departments of other American film companies discloses that the recovery from the

"Desert Song" on New Vitaphone Stage

The tremendous new Vitaphone stage recently completed at the Warner Studio is being used in its entirety for the first time for the filming of "The Desert Song" now in production with Roy Del Ruth directing. The stage is a complete Vitaphone unit in itself and incorporates all the latest features perfected through Warner Bros. two years' experiences in making Vitaphone pictures.

Dix in Town

Richard Dix, Paramount star, has just arrived in New York from Hollywood. Mr. Dix recently completed "Red Skin."

Curtiz-Costello Again

Michael Curtiz has been assigned to direct Dolores Costello once again. The new picture has been titled, "Alimony Annie." Mr. Curtiz has already handled the megaphone on three of Miss Costello's pictures, the last of which was the special, "Noah's Ark," not yet released.

storm damage is quicker than was anticipated and that the Cuban condition is a normal one for this time of the year and is no worse off now than in previous years, conditions generally picking up satisfactorily around the first of the year when the new crops are gathered and money is put into circulation.

Studio Gossip

David Lee, child actor, who plays Jolson's son in "The Singing Fool," has been given a long term contract by Warners.

* * *

Despite the fact that Betty Bronson is on her vacation, Warner's are wiring her plenty to accept the lead in "She Knew Men," the comedy-drama of Leon Zuaroo.

* * *

Paramount's next "talkie" will be "The Dummy," from the play by Harvey J. O'Higgins and Harriet Ford. This is a comedy and marks Paramount's first effort in that direction so far as "talkies" are concerned.

* * *

Winfield Sheehan has brought Margaret Churchill, who made a big hit in the Broadway success, "Night Hostess," out to the coast for a series of screen tests. It is thought she will be given the lead in "Big Time" an "original" about the stage which Howard Hawks will direct.

Alan Crossland is to direct "Say It With Music," Harry Richman's "single" by Irving Berlin.

* * *

Gladys McConnell is being considered for the feminine lead in the "Fire Detective," by George Arthur Gray.

* * *

Adelaide Heilbron has been signed by First National to prepare the adaptation and continuity for "Hot Stuff," Alice White's next. Mervyn LeRoy will direct.

* * *

Nora Lane has been signed as leading lady for Ken Maynard in "The Lawless Legion."

* * *

August Tollaie, character actor, has been signed to support Milton Sills and Dorothy Mackaill in "Stranded in Paradise."

* * *

Ralph Emerson has been signed to act in the dialogue sequences of "Hard-boiled Rose," in which Warner Brothers are featuring Myrna Loy and Gladys Brockwell.

YOUR reproduction is vital for your production.

Newspapers WELCOME clean, well-defined illustration and resent the bad product.

Blue Rock Mats are best because they are made expertly and solely for newspaper reproduction.

Tell your purchasing agent to write now to the

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In This Issue James R. Grainger Tells "What's Right With The Movies"

DAILY REVIEW

EXHIBITORS

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 96

New York, Thursday, October 25, 1928

FIVE CENTS

The Low Down

Well, here's how it stands with F. B. O. and K. A. O. under the new ownership. Joseph P. Kennedy and J. J. Murdock are out of the picture completely. E. A. Albee's contract which has more than a year to run will be carried out and nobody's going to use any baseball bats on his revered and respected head.

* * *

The personnel of both subsidiaries of the holding corporation have been officially advised that everybody who is on the job and doing his work satisfactorily has nothing to worry about. Nobody who knows his business in F. B. O. or Keith-Albee-Orpheum is to be fired to make room for somebody from the outside.

* * *

The man power now present will be utilized as far as is possible. There is a definite atmosphere of upbuilding rather than cuts and slashes for on-paper economies.

* * *

It's constructive policy and David Sarnoff, according to well informed report, is personally at the helm of the entire activity. The policies will be his policies and their carrying out will be by men of experience in the motion picture business.

* * *

Warner Brothers' new talkie "The Home Towners" electrified the audiences at its premiere at the Warner Theatre because of the perfection which the dialogue reproduction has reached. This is without question the finest talking picture that has yet come to public attention and is in fact so smooth and clear as to make an audience forget that it is looking at a picture but feeling rather that it is observing and enjoying a play. This picture demonstrates beyond question that the talkie is now a fact of the present and not a figment of the future.

Warner Brothers are receiving further congratulations for this new and splendid achievement.

ARTHUR JAMES.

K. A. O. HOUSES NOW FREE TO USE ANY OR ALL DEVICES

Film Distribution In England At Standstill Thru Quota Act

LESSER IN—RADIO OUT OF NEW CO.

The entry of Sol Lesser into the International Bristolphone Company and the Belltone Company, may mark the exit of Matty Radin, former vice president and general manager of these companies. It is said Radin is suing.

The combined companies are now to be known as the American Picturetone Company, with Lesser and Franklyn Warner at the head.

CENSOR MENACE IN MINNEAPOLIS

Minneapolis.—The City Council and Mayor have clashed over an attempt to enforce a Censor ordinance. The row started over an attempt to revoke the license of a burlesque house for alleged objectionable performances.

Following the action started by the Women's Cooperative Alliance, under the guise of protection of the morals of the youth of the city, censorship for all theatres was ordered by the City Council last week.

George E. Leach, Mayor of Minneapolis, refused to take a hand in the censorship row in the City Council and stated he was opposed to censorship, as he believed it un-American and

(Continued on page 3)

TIFFANY-STAHL TO BOOK K-A-O HOUSES

Officials of the Tiffany-Stahl organization, although already well set financially, feel that the purchase of the Keith-Albee-Orpheum Circuit by RCA, now materially strengthens the T-S position among independent companies.

This comes about the RCA Photophone license which Tiffany-Stahl holds and which system is now being used to synchronize the company's product. It is expected that since all the K-A-O houses will have Photophone apparatus, the T-S product will be exactly suited for the big circuit.

London.—A report published in the Daily Express points out that on account of the "Quota Act," which commenced on October 1st, and which stipulates that because of the large amount of the films already booked there shall be an interval of nine months between the trade-showing of a film and its actual exhibition, the entire distributing industry and many film producers are voluntarily closing down until the beginning of next year.

Film-releasing arrangements will continue as usual, and there will be a certain amount of new film production, but to avoid sinking additional

(Continued to page 2)

BANK FOR EXHIBITORS

Berlin.—A bank has just been established in Berlin, with the special object of financing the exhibiting end of the motion picture business. The new organization is to be backed by unlimited financial resources of the Michael Concern, one of the strongest financial groups in Germany. Production financing may occur later on.

Pathe News In Sound Available Armistice Day

Pathe News, founder of the institution of newsreels and news-on-the-screen, inaugurates its sound edition on its eighteenth anniversary, the week of November 11.

The release of the first issue, to be followed by releases each fortnight, has been officially announced by Colvin Brown, executive vice president of Pathe, for the News' Anniversary week.

Pathe Sound News, beginning with the first issue, will be a full and complete reel, containing as wide a diversity of subject matter in news and news features as the standard silent reels of the day.

One innovation is a form of screen interview which tends to combine the salient elements of newspaper repor-

R. C. A. Gives Own Theatres Right To Rival Sound Equipment

The Western Electric Company's Electrical Research statement on interchangeability seems to thicken the fog in the sound field rather than to clear it—at least that was the opinion of the trade yesterday. The direct question of interchangeability is still hedged about by ifs, ands and buts, with an apparent tendency toward a refusal to permit the use of Western Electric devices for any except Western Electric Company licensees.

R.C.A.'s position as to interchangeability was made evident by the fact that the Keith-Albee-Orpheum houses now controlled by R.C.A. through the newly formed holding company, are given the right to contract for and utilize any sound device in the market, at present or in the future.

Men of vision in the sound situation all recognize that the present sound devices are at present temporary. New inventions will within a year or two undoubtedly revolutionize the sound recording and reproduction systems. All the companies engaged in sound activities will be adjusting themselves to new conditions and will be meeting the new demands.

No matter what the present situation may be in the way of any restraint on interchangeability, it is certain that

(Continued on page 4)

torial practice and screen reporting. The new method promises the possibility of a better utilization of the box office values of important public personalities in relation to the activities and responsibilities which put them in the public eye—and ear.

Pathe Sound News is recorded by the Radio Corporation of America. Photophone system, evolved by the General Electric Company and Westinghouse. This system claims special merits in the use of a sound recorder separate from the camera, rendering the camera more mobile than in combined units.

Various laboratory advantages are claimed for R.C.A. capacity methods which permits the film printer to time

(Continued on page 3)

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

ARTIUR JAMES, Editor
W. R. WILKERSON, Publisher

Abraham Bernstein, Managing Editor; Herman J. Schleier, Business Manager.

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Most of our New York City subscribers are furnished their papers by carriers, in order that they will get a more prompt service than that given by mail. Subscribers will lobby by notifying us about any lapse in service.

Joe Blair, West Coast Representative, 1255 Taramind Avenue, Los Angeles (Phone Hempstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema," 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digests, 259 Spadina Ave., Toronto, Canada.



New York:—Bill Goldman, of Indianapolis, challenged Phil Reisman to a bicycle race yesterday at the Motion Picture Club, and after a spirited contest the race was called a tie . . . Harvey Day leaves today all dolled up in war paint for Pittsburgh where he goes to battle with the Greeks, and place your bets where you want to . . . Charles Cassanave, Chicago theater owner, arrived in New York yesterday for a stay of a couple of weeks during which he will spend a lot of time getting the low down on sound pictures and all the trimmings. . . . Adolphe Osso and Henri Klarsfeld, Paramount representatives in Paris, arrived in New York yesterday for conferences with E. E. Shauer and to look into the company's production. . . . Herbert Ebenstein appeared at the Motion Picture Club yesterday with a handsome black derby and nothing untoward happened. . . . Phil Goldstone is directing Tonefilm pictures over at the old Peerless studio in Fort Lee, which has recently been bought by Alfred Weiss for making sound pictures. . . . Ray Hall is celebrating the eighteenth birthday of Pathe on Armistice Day by getting out his newsreel in sound made with the R.C.A. equipment. . . . Mike Rosenberg joined Sol Lesser in New York yesterday and both trekked immediately to Waterbury to look over what they have out there for making sound pictures with the Bristolphone system. . . . Morton Van Praag, sales manager of Universal, returned yesterday from Chicago, having made a rush trip to preside over a sales meeting. . . . Abe Waxman has tied up with the Columbia broadcasting chain for the longest stretch ever used by one company, Warner Brothers being on the air on election night from 8 p.m. until 2 a.m. . . . W. S. Butterfield, Michigan theater chain owner, and his general manager Ed. Beatty arrived in New York yesterday and will spend a week looking into this and that.

"What's Right With The Movies"

Fourth of a Series by Industry's Leaders

BY JAMES R. GRAINGER

General Sales Manager Fox Film Corporation

One of the things right with the movies is the advantage conferred on this industry by talking pictures in the creation of new business by the attracting to theatres people who usually do not go to the movies. The results are already striking.

This is due in many instances to the novel of entertainment now possible and to the interesting personalities which can be attracted to the screen. A number of recent talking shorts have overshadowed features.

George Bernard Shaw's appearance (yes, its our picture but I leave it to you) in a Movietone film was a sensation after two decades of peevish refusal to permit the filming of his plays. Critics and public alike greeted it enthusiastically. It drew more space in newspapers and magazines than any film in years—and it drew patrons, too. The short talk by King Alfonso XIII

of Spain, (yes, ours too, but its fair to talk about what you know about) the first reigning monarch ever to speak from the screen will prove itself. People of America will soon be familiar with many world celebrities who cannot come to the United States and that's right progress for the movies.

The best entertainers of the stage—vaudeville players, famous actors, singers, specialists of every kind, are already available and are demonstrating their popularity. More are coming from the best sources. Production of these numbers is being carried on both coasts by the big companies. Hollywood's roster of new names is startling. Out of this activity will come new ideas, new methods, new magnets for new patrons and that's a right thing with the movies.

What sound reproduction for news reels will do as a box-office attraction

has already been demonstrated from the Atlantic to the Pacific. It is a feature attraction wherever shown. There is no possibility of the novelty wearing off, because the new subjects are endless. As for ourselves, the Fox organization is rapidly passing out of the pioneering stage in this field and is covering the principal centers in this country and Europe.

The release of the acceptance speeches of Herbert Hoover and Governor Smith, the latter simultaneously with its delivery, was the biggest advance in the field of news reporting in fifty years. The public appreciated it as much. Some of the football pictures have brought people to their feet cheering.

Sound pictures of every kind are only on the threshold of their development. A new element of incalculable value has come into the picture business and the movies are getting righter every day.

Distribution In England At Standstill Thru Quota

(Continued from page 1)

capital into production which will be held up for practically a year, activities are ceasing and staffs are being reduced with a promise of re-engagement later on.

The loss of business involved in this arbitrary operation of the Quota is estimated to be enormous. The ostensible object of the regulation is the eventual abolition of block and forward booking, but a view strongly held among distributors is that the Quota Act has made an entire industry dishonest.

Quota Details

The quota proportion for the first year is 5%. The quota of British pictures can be shown at any time during the year that exhibitors desire. They can if they wish, show 100% foreign films for the first 9 or 10 months and then crowd all their British quota into the last 2 or 3 months. They must complete their quota for the first year before the end of September 29th.

While 5% of all pictures shown must be British, that 5% may be run as consecutive bookings of one single picture, or may actually be composed of different features, up to the 5% in amount.

Exhibitors may book as few or as many as they like, provided the total number is 5%. The actual proportion of Quota film is reckoned in feet. For example, one British film of 10,000 feet long, shown ten times would serve for 5% quota against 76 foreign films, each of 5,000 feet, and shown five times.

British short product will not be allowed to rank as quota against foreign features as the Act requires that feature foreign films must be offset with feature length British pictures.

Exhibitors must keep a record book showing which films they have shown, which will be inspected from time to time. Newsreels, scenics, industrial or educational films, etc., are not subject to the Quota.

Cline With Universal

Eddie Cline, maker of fine comedies, has transferred his megaphone to the Universal lot. He will make "Lucky in Love," Reginald Denny's next picture.

Denis King Signed

Denis King, stage star of "The Three Musketeers," has been signed by Universal to make a sound picture. He will not start, however, until "The Three Musketeers" closes—whenever that may be.

We wish to
Announce the
Appointment of

Mr. HERMAN F. JANS

as

State Rights Sales Manager

AFFILIATED
European Producers

INC.

729 Seventh Avenue

New York City

INT'L PROJECTOR NEW DISTRIBUTOR

Int'l Projector's New India Distributors

The International Projector Corporation announces that G. F. Madan & Company, Managing Agents, Madan Theatres, Ltd., 5 Dhurumfela Street, Calcutta, India, have been appointed exclusive distributors for Power's and Simplex Projectors throughout the territory of India, Burma and Ceylon. Mr. B. J. Madan, representing G. F. Madan & Company, who has been in this country for some time making arrangements with many of the largest firms in the motion picture industry, sailed for home yesterday.

CENSOR MENANCE IN MINNEAPOLIS

(Continued from page 1)

that the law could take care of offenders.

Theodore Hays, contact man for Finkelstein & Ruben, interceded for the theatre interests and succeeded in securing a delay. Action comes up again today, when it is proposed to appoint a censor and revoke the licenses of the theatre which gave offense.

Olive Borden East

Olive Borden has left Hollywood for New York. The trip will be business and pleasure.

Pathe News In Sound Available Armistice Day

(Continued from page 1)

for the pictorial image. In addition to the Photophone equipment, which is standard for Pathe Sound News, Pathe has available and in service for supplementary use some specially constructed recording units using the variable densities method making a product identical in physical character with movietone.

Among the cameramen thus far detailed to sound by Pathe are Harry Smith, Tommy Hogan, Robert Donahue and Alfred Gandolfi.

Marvin H. McIntyre, editorial representative at Washington in contact with the White House, the Army and the Navy, has been given responsibilities to the sound news.

All Pathe Sound News prints are being made in Pathe's own laboratories in New York, Jersey City, and Bound Brook, all of which have been specially equipped for this work. Pathe's sound printing machines are the special design of Louis Gaston Chanier, general superintendent of Pathe laboratories. Pathe's high speed developing machines were found readily convertible to the production of sound film with slight mechanical additions which in nowise have affected their primary efficiency.

No changes in the chemical baths and processes, which give Pathe prints their distinctive quality, have been found necessary. All Pathe sound records are made on Dupont positive stock, which is being widely adopted subsequent to Pathe's tests for grain texture. The grain quality of film is

NATHANSON BOOKS "LILAC TIME" RUN

N. L. Nathanson was in New York yesterday arranging with A. W. Smith, Jr., for an extended run of Colleen Moore's special "Lilac Time," with sound at his Palace Theatre in Montreal, starting Thanksgiving week.

Contracts have also been closed for an extended run of "Lilac Time" with Sound at the Tivoli Theatre in Toronto, and for "The Whip" with sound at the Capitol Theatre, Montreal.

Henley In Town

Hobart Henley, M.G.M. director is in New York looking over the current stage plays.

found to be an all important factor in sound recording since the structure of the gelatine and silver molecules is itself productive of what the technicians call "ground noise" as the film glides past the photo-electric cell of the reproducing unit in the theatre projector.

Pathe Sound News prints will be routed from the Jersey City plant under the charge of Robert Richards, superintendent of the general news laboratory. The development of sound negatives and the making of first prints will be done along with Pathe silent news pictures in the high-speed news laboratory under James Pozzi in the home office building at 35 West 45th Street.

"WHITE SHADOWS" HEADS RELEASES

"White Shadows in the South Seas," the story of tropical adventure that is now in its fourth capacity month at the Astor Theatre, New York, will be released in November to exhibitors simultaneously with its featured presentation on Broadway and in other first-run houses.

Also for release from this company during the coming month are John Gilbert's new starring vehicle, "The Masks of the Devil," Lon Chaney's new film, "West of Zanzibar," Tim McCoy's "The Bushranger," and "The Baby Cyclone," with Lew Cody and Ailcen Pringle.

Modern Advertising

Al Selig, in charge of publicity and advertising at Tiffany-Stahl, pulled a "nifty" on his double page spread in this publication the other day. It has all the town talking. Al bear the field to the modernistic advertising layout and lettering.

Hackett For Dugan

Raymond Hackett, who has been playing the part of Jimmie Dugan in that long-run stage hit, "The Trial of Mary Dugan" left last week for the Metro-Goldwyn-Mayer studio, where he will have the same role in the forthcoming all-talking production of Bayard Veiller's melodramatic success.

☞ Tuesday, January 1, 1929 is the date for the Annual Number of Exhibitors Daily Review. It will without question be the finest number ever presented to the trade by this publication.

☞ It will contain data of essential value to everybody in the motion picture industry and everybody of importance in the business will be represented. It will mark the midwinter sales acceleration and will include expressions on the new conditions by the important leadership of the trade.

☞ Pictorially it will be pleasant and in some respects festive. In addition to holiday greetings and the expressions of friendship, there will be an industry interchange that will make it a Good Will number of value to all concerned with motion pictures.

☞ Put down the date. It's TUESDAY, JANUARY 1, 1929.

ROACH SIGNS HARRY LANGDON

OPINIONS

By W. R. WILKERSON

"THE HOME TOWNERS"

Early in our career as publisher (?) of The Daily Review we tried to kid this talking craze. We joshed it a bit for the reason that other than short reel subjects, news weeklies and features synchronized with sound and music, we could find no good reason for all the wild enthusiasm on the part of our better producers. But after seeing the Jolson "Singing Fool" and being moved, as we had never been moved before on viewing a picture, we began to waiver. Added to this, the enthusiasm of producers generally, heightened with the dawn of every day. The stand made by us began to weaken. But after seeing "The Home Towners" last night at the Warner Theatre, we have a little more courage this morning.

EXCELLENT TALKIE

This production is an excellent talkie in every direction save a few flaws in photography and a rather weak and confused ending. We don't think Warner Brothers or anyone else would ever be able to assemble a better cast of players nor could any other cast do any better with their parts than was the case with Richard Bennett, Robert McWade, Gladys Brockwell, Robert Edeson, Doris Kenyon, Stanley Taylor and John Miljain. The story taken from the George Cohan play, seemed perfectly adapted for talkies. The recording via Vitaphone was the best we have ever heard, the synchronization perfect. But — with it all, we could not help thinking how much better a silent version of this story would have been. This, considering the treatment it would have received by a silent script writer and the ground that would have been covered as a result of this adaptation.

SEEMED LONG

We are now convinced that an entirely new art, different in every respect to our old fashioned movies, will have to be created, if the feature length talking picture is to ever succeed. Of course we mean the "all-talkie." This latest Warner production seemed to have everything that a successful talking picture should have, but it seemed terribly long, but analyzed as a motion picture, it was short. In other words the continual talk of the players, with no let up at any time, seemed to require too much footage for so little story. Had this picture been made as a silent picture, it would have been impossible to release it in more than two reels for the reason that the action would not require any greater footage. But with all the action converted into dialogue, a length far greater, was required. And it is for this reason we feel, if the feature all-talkie is to succeed some other mode of production will have to be resorted to. It seems impossible to apply the formula, or anything approaching it, that has been in use for the making of pictures of the silent variety.

To Make Full-Length Talking Comedies For Roach M-G-M 2 YEAR CONTRACT

Harry Langdon has signed a contract to make full-length talking pictures for Hal Roach, who has hitherto been identified only with the production of one and two reel comedies. Under the terms of this new affiliation, which runs for three years, the coast producer and cinema comedian will become pioneers in the field of the feature-length talking comedy.

No announcement has been made yet by the producer, or by Metro-Goldwyn-Mayer, through whom his comedies are released, as to the number of films Langdon will make during the coming season, but it is expected that at least two will be made.

At present Langdon is making a series of personal appearances in theatres throughout the country. In about two months he will be free to begin the first of his talking comedies for Roach. The comedian is an alumnus of the vaudeville and legitimate stage, and voice tests are said to have demonstrated exceptional ability for sound film work.

Picks "Waterfront"

"Waterfront," First National's sound picture, co-starring Dorothy Mackaill and Jack Mulhall at the Strand Theatre this week has been selected by James R. Quirk of Photoplay Magazine as one of the six best pictures of the month.

"Red Mark" At Hipp

"The Red Mark," James Cruze's personally directed Pathe drama adapted from John Russell's novel of adventure laid on a penal island, plays the New York Hippodrome the week of October 28th. Gaston Glass, Nena Quartaro and Gustav Von Seyffertitz head the cast.

KEITH MEMORIAL DEDICATION MONDAY

On next Monday, Oct. 29, the B. F. Keith Memorial Theatre in Boston will be formally dedicated. This date will by a coincidence become an epochal date in the vaudeville and picture industry, coming as it does at this time, when vaudeville becomes allied with radio, motion pictures in action and sound, and television, in a circuit and organization which is world-wide, the newly created Radio-Keith-Orpheum Company.

"Radio-Keith-Orpheum," the new giant of the amusement industry, marks the debut of the Radio Corporation of America into the theatrical branch of Amusement. Through R.C.A. Photophone and the National Broadcasting Company, two of its subsidiaries, the technical and financial resources of R.C.A., which is a close ally of the General Electric Company and the Westinghouse Electric and Manufacturing Company, are joined with the vast resources of the Keith-Albee-Orpheum Corporation and the F.B.O. Productions, Inc., producers of deluxe photoplays and superfeatures.

Studio Gossip

Norman Trevor has recovered from his recent illness and will resume his screen career in Columbia's "The College Coquette." This will be his first appearance in many months.

* * *

Vilma Banky will speak in her next picture. This was definitely decided after a long distance telephone conversation between Sam. Goldwyn in Hollywood and Arthur Hornblow, supervisor, and director Alfred Santell, in New York.

* * *

Mr. Hornblow, Director Santell, Casting Director Robert McIntyre, Cameraman George Barnes and Mr. Goldwyn's entire technical staff are now in New York making arrangements for the shooting of the picture, to begin when Miss Banky arrives in about two weeks. The talking sequences are also to be made in New York, with Arthur Richman writing the dialogue.

* * *

Nicholas Soussanin, has just been given a featured role in "Tong War" by Paramount. Soussanin replaces William Powell who was switched to "Four Feathers" because of the death of Arnold Kent.

* * *

Charles ("Buddy") Rogers has just signed a brand new contract with Paramount.

* * *

Universal has bought Charles Kenyon's well-known play, "The Play Goes On," and Edward Sloman has been assigned to direct it.

* * *

Harry D'Arrast is receiving congratulations on having made another good one. This time it's "Dry Martini."

* * *

With the building of foreign locales for William Boyd's next starring vehicles, "The Leatherneck," "Forty Acres," the tremendous space devoted to outdoor sets for Pathe productions at Culver City, resembles a veritable relief map. Among the "foreign" locations are a French prison camp immediately following the armistice, a French cafe, the heart of Vladivostok, somewhere in China and other odd spots in various corners of the globe where Yankee marines have been stationed during the last decade.

* * *

Nils Asther will play a Japanese prince in Garbo's next M-G-M vehicle. Lewis Stone, who also plays in support of Miss Garbo in "A Woman of Affairs," in which she is co-starred with John Gilbert, has the other male lead in the new film.

* * *

Glenn Tryon has definitely been given the part of the boy in the Universal production of "Broadway." It is thought that the feminine lead will be handed over to Barbara Kent, although nothing has been decided upon in that direction.

* * *

Kenneth Thompson, who proved himself an actor with a voice in "The Bellamy Trial," has been assigned to an important part in the Metro-Goldwyn-Mayer talkie, "Broadway Melody."

M-G-M CALLS OFF "NIZE BABY" PROD.

Metro-Goldwyn-Mayer have decided to shelve "Nize Baby," the Milt Gross story, after spending over \$50,000 on the production. Shooting had already started in the M-G-M studio's in Hollywood under the direction of Hobart Henley, together with quite a bit of atmospheric shots being made around New York.

The Daily Review reported a few days ago that Sam Woods was the director at the time shooting was discontinued. This was not the case. Mr. Woods was in the hospital at the time this production was started. Returning to the studio, executives were considering the writing of a new version with Woods slated to direct. This was over-ruled.

It is thought that this company will have the whole story revamped, recast and redirected and shooting to start again sometime after the first of the year.

K. A. O. Houses Free To Use Any Devices

(Continued from page 1)

in the not far distant future it will be possible to use any device to reproduce any sound production without hindrance. It is, of course, understood that all of these business privileges will be paid for and that both the manufacturers of apparatus and the manufacturers of sound pictures will be permitted to make profits.

Restraint of free interchangeability is held by the forward looking group to be a temporary hardship that is not broad business operation.

In the words of a big executive yesterday: "There is money enough and glory enough for everybody in this situation and the competition has got to be on excellence of product and entertainment value as far as the pictures are concerned and the highest possible type of sound reproduction as far as the apparatus is concerned."

WAFILMS, Inc.
Walter A. Futter, Pres.
for Library Stock Scenes
130 W. 46th St. New York
Bryant 8181

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Walter Craighead, Manager
DEARBORN STREET FROM JACKSON TO QUINCY
New Garage One-Half Block

In This Issue E. W. Hammons Tells "What's Right With The Movies"

DAILY REVIEW

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 97

New York, Friday, October 26, 1928

FIVE CENTS

Heavy Party

That Anglo-American dinner is growing into a big affair. The date is set for Tuesday, November 20th and the Hotel Biltmore is the place. It is set also that Sam Harris, donor of the cup to be awarded to the man or woman who has done the most to foster and promote amity and cordial relations between the film industries of the United States and Great Britain, is crossing from England to present the cup in person to the person.

* * *

The A.M.P.A. first sponsored the idea and now it is proving so popular that reservation requests are already coming in. It is just one of those things that catches on and once it catches nobody wants to be left out. Not to be seen at the Anglo-American dinner will be interpreted three ways—illness, absence or obscurity.

* * *

At the A.M.P.A. business meeting yesterday the dinner was the heaviest topic in point of interest. Mike Simmons is to deal with it in broadcasting over WOR and WPCB and some of the high lights of the news are being reserved until then.

* * *

A toastmaster of unusual distinction is to preside and the name of the winner of the cup may not be made public until the night of the dinner.

* * *

Ideas, if they are big ones, grow into big facts—in the right hands.

* * *

Here's a thought for the interchangeability boys. Which, in the long run, will make the most money, to have devices free for general use or have them restricted to use for a circumscribed group? The old Patents Company once had the motion picture business by the necktie but P. A. Powers and William Fox can both tell the world how foolish the Patents Company was to be haughty, exclusive and monopolistic.

* * *

We are glad to see David Sarnoff of R.C.A. in favor of complete freedom for everybody on the interchange of devices and apparatus. It's the smartest as well as the biggest policy.

ARTHUR JAMES.

KENNEDY AND BROWN OPEN PATHE SOUND-SALES CONFAB

Tonefilm Making Three Models Can Install Within 30-45 Days

PHONOFILMS NOT SALE PATENTEES

F-P-L Attorneys Claim De Forest Patents Antedated

Montreal.—Attorneys for Famous Players Canadian Corporation, Ltd., contesting the suit brought by the De Forest Phonofilm of Canada, Ltd., to prevent the exhibition of sound pictures at the Famous houses in Canada, entered a defense on Wednesday, citing several sound photography patents prior to the patents of Dr. De Forest.

To prove that the De Forest company could not claim infringements of patents which were known and in common use long before the date of De Forest's, the Paramount attor-

(Continued on page 2)

Wooley Appointed Quigley Assistant

Burgess W. Wooley, formerly a member of the Legal Department of Western Electric Company, has been appointed assistant to George E. Quigley, vice-president of the Vitaphone Corporation.

Mr. Wooley is also president of the Argentine-American Chamber of Commerce, an organization devoted to building better business relations between the United States and Latin American countries.

Guinan Back Saturday

The Twentieth Century Limited on Saturday, October 27th, will bring Texas Guinan back to Broadway after a two months stay in Hollywood where she made her first all-talking Vitaphone picture, "Queen of the Night Clubs" for Warner Bros.

She was supported by Jack Norworth, Lila Lee, Eddie Foy, Jr. and others. Bryan Foy directed the production.

The Tonefilm Company, newly organized Alfred Weiss organization handling a new picture recording and theatre apparatus, announces three distinct types of apparatus to be manufactured.

Tonefilm machines will consist of three type models. The A model for theatres with seating capacity up to 600. The Model B for theatres from 600 up to 1000 seats and the Model C over 1000 seats. As a part of the regular equipment will be a non-synchronous apparatus which will play regular records to be used on pictures that are not scored.

TONEFILM will install the apparatus ready for the exhibitor to turn on the switch and run and installations can be promised from 30 to 45 days after ordering.

By December first a TONEFILM equipment will be installed in every exchange center in the country.

TAX BOARD MAY DELVE IN SALES

Seek To Discover Sales Methods of Fairbanks-Pickford

Washington, D. C.—After four appeals made by the Douglas Fairbanks Pictures, one involving the Elton Corporation, which owns the Douglas Fairbanks Picture Corporation and another involving Fairbank's personal income, the U. S. Government's claim for back taxes of \$1,000,273.56 may be settled in the next few days.

Doug and Mary slipped into Washington yesterday and were in conference with their attorneys. The Federal authorities believe that Miss Pickford has also been delinquent, but to what extent has not been revealed. The dispute centers upon the method by which the stars market their pictures.

"All Pathe Pictures To Talk," Brown's Newest Policy

Pathe's aggressive sound picture program and next year's product are the main topics of discussion at the regional meetings of division managers and eastern branch managers now being held at the home office, with Colvin W. Brown, Executive Vice President presiding. The Convention opened yesterday.

Following the opening session a luncheon was held at the Hotel Roosevelt when Joseph P. Kennedy, Official Advisor to Pathe, was the principal speaker.

"All Pathe Pictures Will Talk" was the keynote of Brown's discussion of the complete R.C.A. Photophone sound and dialogue picture program.

He told the gathering about the first one hundred per cent talking picture, "The Missing Man," just placed in production at the studios in Culver City. He stated that Benjamin Glazer would personally direct this international stage success with a superior cast.

Particular enthusiasm was expressed over the first issue of Pathe Sound News to be released on Armistice Day, November 11th, marking the eighteenth anniversary of the pioneer news reel.

Sessions are being continued today and following the business meeting, the Patheites will visit the studios of the Radio Corporation of America to see

(Continued on page 2)

B. & K. INSURED ON \$300,000 LOSS

Chicago.—The Great States Theatre Co. was fully covered by insurance, when it was estimated that there would be a \$300,000 loss caused by the destruction by fire of the Rialto Theatre at Aurora, Ill.

Officials of the company also revealed that they were covered from loss of profits, while the theatre is out of commission. Balaban & Katz has the controlling interest in Great States Theatres.

Bellamy at Roxy

"Mother Knows Best" the Fox sound and dialogue feature with Madge Bellamy, Louise Dresser and others, will play its first performances at popular prices, starting at the Roxy Theatre tomorrow.

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

ARTHUR JAMES, Editor
W. R. WILKERSON, Publisher

Abraham Bernstein, Managing Editor; Herman J. Schleiter, Business Manager.
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Joe Blair, West Coast Representative, 1255 Taramind Avenue, Los Angeles (Phone HEMPstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema," 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digests, 259 Spadina Ave., Toronto, Canada.



New York.—Si Seadler, deep in the heavy thimbo stuff, forget that he had quit commuting and woke up to the fact that he was living in town when he found himself on a train bound for Sea Cliff. . . . Artie Stebbins has changed his plans, having found a man here who was not insured, and delayed his departure for the coast until next Wednesday.

. . . Henry Foster, prominent film man from the other side, is spending a few weeks in New York, looking into sound and other pictures. . . . Henry Wilkinson has resigned from his long time job as booker for the "Greek Circuit," which as any sales manager will tell you, is strong around Pittsburgh and that neck of the woods. . . . Hobart Henley arrived yesterday from the coast for a couple of weeks looking them over in the big city. . . . Murray Korman, artist of note, spends a lot of his time watching the people looking at his wonderful display of paintings of the members of the cast of "The Home Towners" at Warner's theatre. . . . Morrie Ryskind, he of the smooth smile and many friends, has clicked hard in "Animal Crackers" the Four Marx Brothers show, the book of which he wrote, and now he's busy fending off producers who want him to write for them.

. . . Herman Jans has been appointed states right sales manager for Affiliated European Productions, Inc. . . . Nat Goldstone, whose job is signing up high gun talent for Universal talking pictures, left yesterday for Chicago and may continue on to the coast. . . . Nat Rothstein postcards that he is half way through that European literary itinerary and hasn't even commenced to think about turning his face homewards. . . . Billy Brandt, chairman of the Motion Picture Club entertainment committee, is the busy bird preparing for his big election night frolic, which he says is going to be his masterpiece. . . . Bill Ferguson, Metro exploitation chief, says New York is the place to live but that Bergen County, N. J. is a good place to own a lot of real estate. . . .

"What's Right With The Movies"

Fifth of a Series by Industry's Leaders

By EARLE W. HAMMONS
President and General Manager Educational Pictures, Inc.

Perhaps the most "right" thing about the movies is the fact that they have provided a means of amusement, entertainment and recreation for many millions of people all over the world who, without benefit of the movies, would have little or no means of getting away for a time from the humdrum existence of life or from what is all too often a difficult and bitter struggle.

Whatever faults may be found with motion pictures, whatever short-comings they may have, this one service to society in an age that sets our lives at such a hard and gruelling pace should so far overbalance all those things which may be considered wrong with the movies that for this one reason alone we ought all be able to hold our heads high and look our critics in the eye unflinchingly.

Only slightly secondary to this perhaps in its power to make us feel justly proud of our industry is its tremendous contribution to the education of the masses. A laborer who would not think of reading a book of any kind after his day's toil will gladly watch a motion picture and through it absorb without any thought of receiving teaching much of the best kind of education. In this way motion pictures have contributed notably to the remarkable elevation of the average of intelligence in our country.

Kennedy - Brown Open Sound-Sales Confab

(Continued from page 1)

and hear some of the Pathe sound features.

Those in attendance in addition to Messrs. Kennedy and Brown are: John Flinn, Vice Pres.; T. C. Streibert; Asst. to Ex-V. P.; Lewis Innerarity, Secretary; John Humm, Treasurer; Perry Ramsaye, Editor-in-Chief of Eastern Production; Phil Reisman, General Sales Mgr.; Ray L. Hall, Editor of Pathe News; E. J. O'Leary, Feature Sales Mgr.; Harry Scott, Short Subject Sales Mgr.; George W. Harvey, Director of Advertising and Publicity; John F. McAloon, Mgr. Exchange Operations; Stanley Jacques, Central Div. Mgr.; L. J. Hacking, Supervisor Eastern Div.; Lou Kniskern, Asst. to Gen. Sales Mgr.; Arthur Rousseau, Vice Pres. Pathe International Corp.; Lou Miller, Sales Prom. Short Subjects; Bob Wolff, and Bill Raynor, Mgr. New York Branch; Oscar Hanson, Mgr. at Buffalo Beru Moran; Mgr. at New Haven; Charles Stombaugh, Mgr. at Albany; Bob Mochrie, Mgr. at Phila.; R. C. Robin, Mgr. at Washington; R. C. Cropper, Mgr. at Boston; Harry Lorch, Mgr. at Chicago; and D. A. Doran, Eastern Story Editor.

Phonofilms Not Sale Patentees

(Continued from page 1)

neys asserted that before 1920, a complete system of sound photography was known to the scientific world, and submitted the London Times of 1921 which gave a description of a talking picture and submitting prior patents covering the filming of sound waves and their reproduction from the film.

Realistic Sound Film

There is a fine example of what's right with sound pictures in Lon Chaney's "While the City Sleeps," at the Capitol this week.

It is thrilling to listen to the machine-gun fire in the gang war scenes; to hear the policeman beating his stick on the pavement, blowing his whistle, the hum of the mob and noise of the traffic in the street scenes. And the picture is standing them out.

Warner Club Gala Affair On Nov. 3

The next affair of the Warner Club is to be held at the Warner Bros. Brooklyn Vitaphone Studio, on Saturday, November 3rd, 1928. Well-known artists have been secured for the purpose of entertaining the members and their guests.

A buffet supper will be provided before the dancing begins, after which the members will be entertained by Broadway celebrities.

Livingston With Fox

Blanche F. Livingston, for many years a member of Exhibitors Daily Review staff and contributing editor on the Roxy Theatre program, has been appointed by John Zanft as assistant to Milton Harris, Director of Publicity for the Fox Theatres.

Zimbalist On WOR

Warner Bros. have engaged Efrem Zimbalist, internationally celebrated violinist, to play for the radio audience during the next Vitaphone Jubilee Hour on Monday, October 29th over WOR.

HERMAN JANS JOINS AFFILIATED EUROPEAN

Mr. Herman F. Jans, one of the outstanding figures of the motion picture industry a few years ago, has re-entered the field and has accepted the appointment as states-rights sales manager for the Affiliated European Producers, Inc.

Jans has been in the picture business for twenty years starting with the All Star Features Company. He was one of the original incorporators of Metro and also produced a number of pictures.

M-G-M. Title Change

Metro-Goldwyn-Mayer has taken its first step toward filming Ben Hecht's story "The Regiment of Doom" by changing the title to "The Green Ghost." It is a talkie thriller.

Rupert Julian is to direct. Thus far the cast includes Lionel Barrymore and Aileen Pringle.

Couderc Signed

Pierre Couderc has been engaged to write adaptations and originals for Universal. His first will be an adaptation of a story written by Carl Laemmle, Jr.



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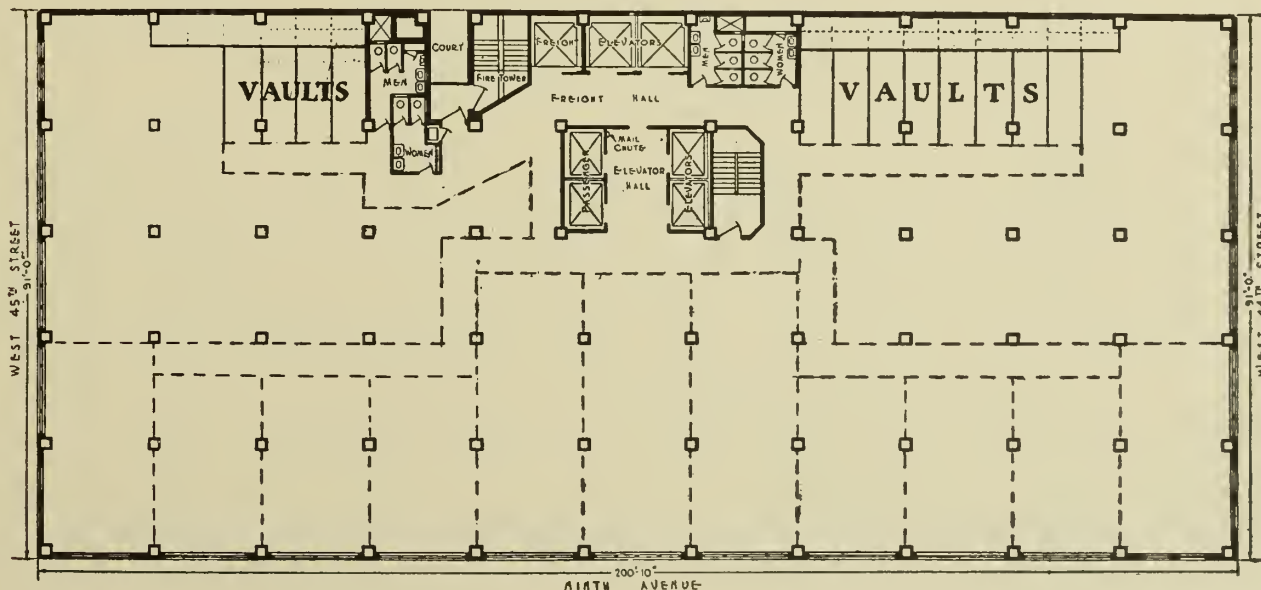
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"JIMMY VALENTINE" PLEASES

M-G-M Home Office Enthusiastic Over First Talker

By W. R. W.

Both studio and home office officials of Metro-Goldwyn-Mayer are all "hopped up" over "Alias Jimmy Valentine," the first M-G-M feature with dialogue in it. There is about 2000 feet to the talking sequences and the cast comprising Haines, Lila Hyams, Lionel Barrymore, Tully Marshall, Karl Dane and Howard Hickman are said to hit the heights in so far as talk is concerned.

The picture was scheduled for regular release and was no doubt headed for the Capitol, but after seeing it, the powers that be around the Loew building began to hurry around looking for a Broadway legitimate theatre, feeling the promotion is a cinch hit for a run on the old street. Someone suggested that it be put in the Astor, thereby ending the run of "White Shadows of the South Seas," but this was tabooed on the strength of the business being done with that picture.

Tonefilm Road Show Special Starts Monday

With the completion of his sound stages at the Metropolitan Studios at Fort Lee, Phil Goldstone announces the starting of his first Metropolitan Road Show Special. This picture, it is promised, will represent an innovation even in talking pictures.

Metropolitan will also produce two short subjects weekly consisting of sketches, playlets, short operettas and prominent orchestras and singers. The first releases will be announced shortly.

Metropolitan Productions will play on any standard disc apparatus including TONEFILM, WESTERN ELECTRIC or BRISTOLPHONE.

Herbert Brennon East

Herbert Brennon, United Artists director, is expected in town in a day or two. While here Brennon will work on the screen treatment of his next picture "Lummox." Fannie Hurst, the author of this story, will work with Brennon.

Swanson Starts

The production of the Gloria Swanson picture, "Queen Kelly," is supposed to start at the F.B.O. studio today with Eric Von Stroheim directing. This is after many postponements caused by changes in the story and Miss Swanson's quick and unexpected visit to New York.

Reports around the lot have "Von" quoted as saying that a shooting schedule of ten weeks has been set on the picture and he would make it in less than that time.

Don't forget—Von Stroheim said this himself.

Studio Gossip

Gladys McConnell has again been signed for a Pathe Serial. This time it's "The Fire Detective."

* * *

Phyllis Haver is not only actively engaged in three simultaneous productions, but she is also busy collecting an extensive wardrobe for her part in "The Office Scandal."

* * *

The first motion picture air derby was staged for one of the principal sequences in a forthcoming Short Feature in the "Russ Farrell, Aviator" series being produced by Chas. R. Rogers and Harry J. Brown for Educational release.

* * *

Alice White's new picture for First National has suffered the third and final change of title. It is to be released as "Naughty Baby." This was the original "Ritzy Rosie."

* * *

Doris Dawson has been added to the cast of "Stranded in Paradise," a First National picture now in production.

* * *

Nils Asther and his dog, "Clumsy," are enjoying their first vacation since coming to Hollywood about a year ago.

* * *

"Glorious Adventures," the latest Lyman H. Howe's Hodge-Podge to be released by Educational, is a glorified tour of vacation-land, including stops in California, Pennsylvania, Minnesota, Ausable Chasm in New York, Canada, Sweden and Hawaii.

* * *

Metro-Goldwyn-Mayer has replaced the concrete walks and driveways around the big sound stages with sound-proof sidewalks. The new paving is said to deaden all sound and eliminate vibrations caused by heavy traffic.

* * *

"The Quiet Worker," an Educational-Ideal Comedy, featuring Jerry Draw with Betty Lloyd, Estelle Bradley, Eddie Featherstone and Stanley Blystone is now in production. Directed by Charles Lamont.

Fox Buys "The Claw" For Talkie Star

The Henri Bernstein drama of former years, "The Claw," in which Lionel Barrymore starred, has been purchased by Fox Film Corporation for talking pictures.

Paul Muni, formerly known as Muni Wiesenfriend, star of "We Americans" and "Four Walls" on the stage, and now under long-term contract to Fox will be starred in the principal talking role. It will probably be an all-dialogue picture.

Voicephone Change

The Voicephone Co., Gene Marcus' Hanaphone company, has changed its corporate name to Han Dix-A-Phone Co. of America, at Wilmington, Delaware.

Things We Do Not Believe

The management of the Central Theatre, where Colleen Moore's First National sound picture "Lilac Time," is playing two performances a day and three on Sunday, has ordered a new screen because of the wear and tear on the old one caused by the strenuous air battles and fast action it has held on its white surface for one hundred and eighty performances.

(From First National Publicity Department.)

"Barnum Was Right," Bought For Denny

"Barnum Was Right," a stage comedy by Philip Bartholomae and John Meehan, produced at the Frazee Theatre in 1923, with Donald Brian as the star, has been bought by Universal for Reginald Denny. It will be screened as an all-talking comedy feature.

The play was based on the story "It Might Happen to you," by Hutcheson Boyd.

Columbia Signs Forbes

Ralph Forbes has been signed for the leading male role opposite Marceline Day in Columbia's "The College Coquette." This adds another of the screen's most prominent names to the roster Columbia is presenting in its "Perfect 36."

Pathe Fashions

Paul Poiret, famous master of the art of milady's dress, is interviewed pictorially in a Parisian fashion novelty presented in Pathe Review No. 45. Advance tips on the new fashions are attractively pictured and offer the exhibitor a chance to feature this little subject on his program.

Collier For Talkies?

William Collier, Sr., father of the popular Buster, who has repeatedly turned his back on the movies is now reported as seriously considering a very flattering offer to make a sound picture. He is thinking about it so seriously, in fact that he is thinking of going out to Hollywood to investigate it.

Bee Re-engaged

Irving D. Rossheim, President of First National Pictures, announces that Richard Bee, who wrote the adaptation and continuity for "The Haunted House," the first of this organization's three mystery pictures, has been signed to write the adaptation and continuity of "Seven Footprints to Satan." The forthcoming picture is from the novel of the same name by A. Merritt, and will be directed by Benjamin Christensen. Production will start soon at the Burbank Studios.

OPINIONS

By W. R. WILKERSON

"SKEETS" GALLAGHER

We saw "Stocks and Blondes" recently at the Hippodrome. The picture was not so much. Poor story and bad direction, but excellent performances by Richard "Skeets" Gallagher and Albert Conti.

We are interested in this fellow Gallagher. He showed great promise under Milestone's direction in "The Racket." With better direction he would have measured up to this performance in "Stocks and Blondes." Dudley Murphy, the director of this one, insisted on Gallagher doing a lot of trick things that he had no business in doing. However, this boy Gallagher is a "bet." One of our big producers should grab him, give him good stories and competent direction. He is sure fire for the talkies. Has had plenty of stage experience and is blessed with a tremendous personality on both the stage and screen.

ADD—SOUND

Put "Tonefilm" down on your list of talking equipments. This one is being fostered by Alfred Weiss and Phil Goldstone. Phil, we understand, is going to handle the production end and Alfred the equipment. We have not heard this one, but have heard Phil talk about it and it must be good. Both Weiss and Goldstone are veterans in motion pictures and both have accumulated a good size bank roll. They are considered among the "very wise" in this business and for this reason, we say "Tonefilm" must be good.

STUDIO

They have, what used to be the World-Peerless studio over at Fort Lee, and when completed, it will be one of the largest, if not the largest, sound stage for an independent, in the East. We understand that Goldstone is going to make a lot of short reel novelties first, and then go into feature production a little later. Phil made some very fine pictures for the old Tiffany Company and others and he can be classed as a real tiffany producer in that he has the showman's angle on stories and has always had a knack of making pictures with an eye on the box office. Hollywood points to him as one of its most successful producers having run a shoe string into several millions.

ALFRED WEISS

Alfred Weiss has been in and around the picture business since the year "one." He was one of the prime movers in the old Goldwyn company and walked out with more money than he could carry. In other words he had to weigh it, he could no longer count that much. In recent years he has been centering most of his attentions on the sale and distribution of Agfa negative and a very flourishing rotogravure company.

"In a Persian Market" New T. S. Sound Short

Tiffany-Stahl are about ready to release the first of a series of short reels, done in technicolor, with sound and synchronization. It is called "In A Persian Market." There is a complete musical synchronization throughout in addition to several songs interspersed.

In This Issue Charles R. Rogers Tells "What's Right With The Movies"

DAILY REVIEW

EXHIBITORS

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 98

New York, Saturday, October 27, 1928

FIVE CENTS

Well, Well!

Well, well, in spite of all that Pete Harrison printed demanding that Charley Williams resign as president of the Motion Picture Theatre Owners of Nebraska and Western Iowa because he had the intelligence as a small exhibitor to see the menace of the Brookhart Bill and openly oppose it, we say, in spite of all this, the Theatre Owners of Nebraska and Western Iowa (Brookhart's own bailiwick) have actually re-elected him president. And well, well again, the election was unanimous!

* * *

We heartily congratulate these clear headed exhibitors on their renewed choice and we herewith assure Charley Williams that he can laugh in both sleeves while Poison Pete gnashes his incisors, canines, bicuspid and molars.

* * *

Exhibitor leadership like the leadership of Charley Williams is what our industry needs more of. He is no man's man. He is honest, he is intelligent and he is courageous. He doesn't regard a producer or distributor as his natural enemy but as a business man he doesn't let anybody put anything over on him either. That's why Charley Williams has the respect of the thinking men of this business.

* * *

Douglas and Mary are in town and that's a news event for the newspapers as well as a happy item for picture folk. Both an honor to our business—both proud of our business—both representative of the best in our business.

* * *

We remember when Douglas Fairbanks had his first motion pictures taken for "Our Mutual Girl"—back in '14. He screened so well that it gave the picture folk an idea right away. And what an idea that turned out to be!

* * *

We remember Mary Pickford when she was making short pictures for Griffith and thus began a popularity which never has waned. And Mary Pickford is just the same Mary today in kindness and fine spirit.

ARTHUR JAMES.

SOUND DEVICE MONOPOLY GETS SET BACK IN COURT

Pettijohn Raps Censorship Evil

C. C. Pettijohn, general counsel for the Motion Picture Producers & Distributors of America, in addressing the meeting of the Federation of Women's Clubs of Nebraska and Iowa, at Omaha, went after motion picture censorship and its evil influences.

"Ours" said Mr. Pettijohn, "is an industry of opportunity and it necessarily follows, if it is an industry

(Continued on page 2)

MOVIETONE CITY DEDICATION SET

The celebration of the dedication of the Fox Movietone City, newly created producing center for the producing of Movietone Productions at Fox Hills will be a double header, with ceremonies taking place simultaneously in Hollywood and in New York.

In New York, tomorrow afternoon at the Roxy Theatre, The Fox home office will play host to their friends in the industry exactly the

(Continued on page 2)

Williams Vindication Seen In Reelection By Nebraska M.P.T.O.

1500 TO ATTEND COOPER DINNER

Fifteen hundred people embracing the theatrical, social, political and commercial world will attend the testimonial dinner to be given to Harry Cooper, well-known Broadwayite, at the Hotel Commodore tomorrow night—October 28th. The dinner is tendered Harry, who retired from vaudeville a few years ago after 35 years of service.

Bert Satz, well-known jeweler, is chairman of the dinner committee. Among the speakers will be Mayor James J. Walker, Senator Royal S. Copeland, Capt. Irving O'Hay, who will act as Toastmaster; Eddie Cantor, George Jessel and of course, Mr. Cooper himself.

INTERCHANGE ORDERED BY FEDERAL JUDGE IN DETROIT ACTION BY ROBERTSON—FIRST LEGAL DECISION FAVORS FREEDOM—FINAL ARGUMENT TUESDAY

T-S "Cavalier" At Embassy Tuesday

Sound picture interest centers next Tuesday on the Embassy Theatre where Tiffany-Stahl's "The Cavalier," will have its New York premiere under particularly interesting conditions.

The score has been prepared by Dr. Hugo Riesenfeld, the synchronization is by the R. C. A. method, the direction is by Irving Willat from a lively story by Max Brand, and the event marks the first presentation of a sound picture by Tiffany-Stahl Productions.

Hammons to W. C.

Earle W. Hammons, President and Gen. Mgr. of Educational Pictures left New York yesterday for the Coast on his annual Fall visit to the Educational Studios.

Hammons and Jack White will supervise the details of launching their new comedy sound production plan for the new season.

HUMAPHONE USED

James N. Robertson, president of the James N. Robertson Enterprises of Detroit Michigan, controlling a circuit of three theatres in the suburbs of Detroit was granted a temporary mandatory court order by Judge DeWitt Merriam of the Federal Circuit Court of Wayne County Michigan, compelling all the Detroit exchanges with whom Robertson held contracts, to deliver any and all disc records for any synchronized pictures these companies might have to any of the three houses owned by James N. Robertson Enterprises. (The Cinderella, Roosevelt, and DeLuxe.) A further hearing on the temporary injunction will be argued in the same court next Tuesday.

(Continued on page 2)

To Jack, Bill & Marty!

A waiting industry still is entitled to know how the publications of the picture business stand on the Brookhart (Federal control) measure that greets the Congress at its next session.

Is Film Daily still in favor of this Bill that would put the picture industry in chains and sock the small exhibitor even harder than the big ones? Film Daily gained a definite notoriety in the trade by favoring this bill sensationally when it was up before the previous Congress. And those favoring the bill quoted Film Daily at the hearings in Washington. How does it stand now and where? Is Film Daily for this industry or against it?

Come on out and be counted—for or against—unless yer skeered or 'shamed.

Will Motion Picture News be for or against the Brookhart Bill or will it again stretch the bosom of its pants by a straddle?

Will Herald-World pass on in serene and callous silence as before, in the Brookhart matter?

Silence on this question may be more deadly to all three of these journals than they seem to appreciate.

(Continued on page 2)

DAILY REVIEW

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Joe Blair, West Coast Representative, 1255 Taramind Avenue, Los Angeles (Phone Hempstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema," 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digests, 259 Spadina Ave., Toronto, Canada.



New York:—Charlie Einfeld, of First National, has been holding out on us, never batting an eye about the arrival of the eight pound boy at his house last Sunday morning, and don't do it again Charlie. . . . John Considine, Jr. is due here from the coast in a few days to see that work is properly started on "Say It With Music", the Harry Richman picture for United Artists. . . . Victor Shapiro took Major White, the celebrated broadcaster, to the Motion Picture Club for luncheon, and after giving the whole place the once over declared that the wave length was all right. . . . E. W. Hammons, head of Educational Pictures, leaves on the Century today for the coast to spend a couple of weeks looking over production. . . . Irving Berg, of National Screen Service, who was married last Sunday, is honeymooning at Atlantic City, his bride presumably being with him. . . . Ralph B. Williams, southern district sales manager of Universal, is here from Atlanta. . . . Doug and Mary, after being entertained at Washington by the President and Mrs. Coolidge, came up yesterday morning to New York and will remain here several weeks. . . . Hal Burrows, art director of Metro-Goldwyn-Mayer, has bought himself a domicile at Manhasset and joined the ranks of the commuters. . . . John Hamrick, of the Blue Mouse Theatres at Seattle, arrived in New York yesterday and was Al Lichtman's luncheon guest at the Motion Picture Club. . . . Will Hays, mighty nimrod from Wyoming, will arrive in New York next Monday, and we're all waiting with bated breath to learn what game he got and whether he used worms or store bait. . . . Paul Benjamin presided at Thursday's closed meeting of the A. M. P. A. in the absence of President George Harvey, who was kept away by a sales meeting. . . . Don Hancock, high gun of the A. M. P. A. Hollywood Masked Ball, to be held here in January, says the affair already promises to eclipse any similar thing yet attempted in the film industry, and we hope so . . .

"What's Right With The Movies"

(Sixth of a Series by Industry's Leaders)

By CHARLES R. ROGERS

Pres. Gotham-Bristolphone Photoplays Corp.

What is particularly right with the movies is that despite the darts of its critics, the disparagements of high-brow skeptics who look at life through a clouded monocle, and self-elected moralists who feel that they are achieving Nirvana by putting a wet blanket on the pleasures of life—the movies nevertheless survives this hocus-pocus by the sheer vitality of its human appeal.

This state of survival of the movies over all obstacles, impediments and ambush-sniping, is its own best testimony as to what's right with the movies. One of the fundamental virtues of the movies is that its last court of appeal is the public. The public and the public only is qualified to sit in judgment on the movies. The wholehearted support which the public gives the movies is graphic evidence that there is plenty right with the movies.

This is no implication that the movies has achieved its highest ideal, particularly with the advent of It has plenty of grade to make. It has defects to improve. It still has some wisdom to acquire, particularly with the advent of sound. But the fact that the movies, instead of sitting on its hind-quarters, lost in dubious reflection over these facts, is constantly in action—trying, doing, and achieving—is what's particularly right with the movies.

Pettijohn Raps Censorship Evil

(Continued from page 1)

of opportunity, that it is an industry of obligation. The people who are now engaged in this business appreciate the fact and understand pretty plainly that the opportunity afforded to the individuals engaged in this business goes hand and hand with their obligation to the industry itself and to the public."

Of the operation of the Film Boards of Trade, Mr. Pettijohn said: "Let it be said without fear of contradiction that in the more than fifty thousand cases thus disposed of there has not been one instance in any case where there has even been an accusation or even an insinuation that any individual serving on any board has been influenced in his honest opinion by the offering or the offering or the receipt of anything of value from a cigaret to a yacht. . . . The arbitration system in the motion picture industry is in my opinion in the greatest outstanding achievement in American industry in the last decade. It has resulted in a 'transition from rows to referees.'"

"One thing", continued Mr. Pettijohn, "we can all agree on, whether we are on the inside or the outside of the motion picture business. Every motion picture should be fundamentally clean. The most unfit pictures that I have seen of late are the so-called sex-hygiene pictures, none of which are made by any of the producers regularly engaged in the production of motion pictures, and the funny thing to me is that these particular pictures portraying the human body—not for educational purposes and most certainly not for entertainment purposes—are all endorsed by doctors, clergymen and so-called social workers who have a peculiar complex that these pictures have a wholesome moral effect on the youth of the land."

Williams Vindication Seen In Nebraska M. P. T. O.

(Continued from page 1)

enthusiastically received after which the convention unanimously endorsed the work of the Motion Picture Theatre Owners of America, pledged allegiance and support and decided to take whatever part might be assigned to the State organization in carrying out the National Program.

Movietone City Dedication Set

(Continued from page 1)

same time as like ceremonies are being conducted in Fox Hills. William Fox, John Zanft, Courtland Smith and other executives of the company will be on hand and wired messages from the Coast will be broadcast here, as they are received.

The new Fox enterprise is said to have cost approximately \$8,000,000 and is the first studio center of the modern trend, to be constructed solely for talking motion pictures, and is intended as an enduring monument to the pioneering genius of the leader of the Fox Film Corporation.

Sound Device Gets Set Back In Court

(Continued from page 1)

All three of the Robertson houses are using an equipment invented by Mr. Robertson himself which he calls Humaphone.

Mr. Robertson, generally, took every company he is doing business with into court, but particularly he moved against Paramount as he had the Richard Dix picture "Warming Up" booked for his houses this coming Sunday, Monday and Tuesday.

No company was represented with the exception of Paramount who had Frank Eman, a Detroit attorney appearing for them. Eman moved to have the injunction vacated but this was denied by the court.

After the injunction was granted Eman suggested to Robertson that instead of running "Warming Up" in his houses Sunday, Monday and Tuesday, he take in its stead the United Artists production of "The Tempest." Robertson accepted this compromise and at the time (Friday evening) a was talking to Mr. Robertson, he had the prints and the records of "The Tempest" in his theatres.

Due to the late hour of the receiving this story the only person reached that is in any way connected with this order was Mr. John Hammel the mid-western division manager of Paramount who suggested that the Daily Review get in touch with Austin Keough, Paramount attorney. His phone did not answer.

This marks the first appearance in any court of a person or persons questioning the matter of interchangeability and the who country will have

QUOTA BOOKINGS LEAVE OPEN DATES

LONDON.—There has been a magnificent quota response, since the beginning of the operation of the Quota Act Oct. 1. According to reports filtering in from the provinces, exhibitors throughout the country are definitely over-booked, more than 5% required by the Quota.

About 10% of the year's programs of British films will be booked and there will be many open dates for which no films have not been booked.

Radin Denies

Asserts He Is Still With Int'l Bristolphone

Matty Radin, in a general denial of his severing connections with the International Bristolphone Company and the Belltone Company asserts he is still Vice-President and General Manager of both concerns.

Previous reports indicated his withdrawal upon the entrance of Sol Lesser into the Franklin Warner company.

'Interference' Nov. 16

"Interference" Paramount's first all-talkie is going into the Criterion Theatre on November 16th. "Wings" closed its 13th-month run at this theatre last night. The house will be dark for three weeks.

their eyes turned towards Detroit next Tuesday morning when Mr. Robertson will seek to have the motion made permanent.

If the case is won, and Mr. Robertson seems to think he will win it, the whole talking business will be split wide open.



Picture Reviews

"The Melody of Love"

Universal—Movietone
Sound and Dialogue

Directed by.....A. B. Heath
Featuring.....Walter Pidgeon, Jane Winton, Tom Dugan, Mildred Harris
Universal's first attempt at an all-dialogue feature, made with Movietone, which through being rushed, falls far short of perfection found in good silent product. The sound amplification and recording, while perfectly synchronized, is horrid and distorted in many acts. Where songs are sung by Pidgeon and the quartette, this comes over great. Sounds of gun and shell-fire, however, are hardly realistic.

A Broadway song-plugger joins the call to War, against the wishes of his blase and practical sweetheart. While "over there," the hero and his rough side-kick are both wounded. The tough-egg, invites a French cabaret performer to come over to America, where he'll place her on B'way. The War over, both return home, but the hero is cast aside by his sweetheart, and goes to the dogs, finally winding up in his pal's Bowery cafe, where the Frenchie has turned up. The hero and the French girl acknowledge their love, and all ends well.

The picture could have stood better continuity and building up of the second love affair, as not enough plausibility is given for the love climax. Story had great possibilities, but suffered in the way the production was rushed. Pidgeon and Dugan steal the picture, with Jane Winton a huge surprise and Mildred Harris good. The photography was also poor.

"Take Me Home"

Paramount picture

Story by.....Grover Jones and Tom Crizer
Directed by.....Marshall Neilan
Starring.....Bebe Daniels with Lilyan Tashman and Neil Hamilton
FAST MOVING COMEDY. LOTS OF LAUGHS AND GOOD DIRECTION. THIS MEASURES UP TO THE BEST OF MISS DANIEL'S EFFORTS IN THE PAST YEAR.

Miss Daniels is a chorus girl in this one, and manages to hold the hayseed hooper whom she has befriended, in spite of the dirty work of the star of the show. There is a great fight between Bebe and Lilyan Tashman, (as Derelys Devore,) when Lil has her fired because she is angling for her boy friend and is jealous of Bebe. The picture maintains a good pace throughout, and the titles are better than the average.

Miss Tashman does fine work as usual, and mention must be made of Joe E. Brown as Bunny, the assistant stage manager.

The theme of this picture is pretty old, but it is refreshingly handled and is Al entertainment value.

"While the City Sleeps."

Metro-Goldwyn-Mayer

Directed by.....Jack Conway
Story by.....A. P. Younger
Featuring.....Lon Chaney, Anita Page, and Polly Moran

LON CHANEY IN AN UNDERWORLD STORY DIRECTED BY JACK CONWAY RESULTS IN A HIGHLY SUCCESSFUL COMBINATION. HERE IS GOOD DRAMA, GOOD COMEDY AND GOOD PROPAGANDA—A PICTURE THAT EVERYONE WILL ENJOY.

Chaney is the detective (without make-up), in this, who falls in love with the daughter of an old friend, whom he protects from a murderous gangster, only to give her up to the young boy whom he has given a chance to go straight. He is excellent in this part and has been given a strong supporting cast headed by the talented Anita Page. Carroll Nye, a newcomer, does fine work in the juvenile lead.

The synchronization of this picture is great and is used very effectively in the fight scenes, making them particularly thrilling.

"Me, Gangster"

Fox

Starring.....June Collyer with Don Terry and Anders Randolph
Directed by.....Raoul Walsh

"ME, GANGSTER" IS A TRIBUTE TO RAOUL WALSH, THE DIRECTOR, FOR WITH AN ORDINARY STORY, HE HAS WOVEN IT INTO A REMARKABLE PIECE OF MOVING PICTURE ENTERTAINMENT. THE CAST WAS EXCELLENTLY CHOSEN, TOO, WITH MISS COLLYER GIVING MORE THAN AN AVERAGE ACCOUNT OF HERSELF.

The picture was made from the novel of the same name, which story concerned itself with the workings of a gang of shady characters, with a bit of ward-healing politics thrown in for good measure. There was really nothing unusual in the plot, but in the manner in which it was presented on the screen, it was certainly fast moving and full of fire.

Colleen Moore's Next

Word comes from Hollywood that Colleen Moore will portray the 1929-model modern girl in her next First National picture, "That's a Bad Girl," which will go into production shortly after the completion of the star's present feature, "Synthetic Sin." The forthcoming picture is from an original story by Carey Wilson, and it will be directed by William A. Seiter.

"Stocks and Blondes"

FBO

Directed by.....Dudley Murphy
Featuring.....Skeets Gallagher, Jacqueline Logan, Albert Conti

Exhibitors can play this one, but it will not draw any more than the regular trade. Innocuous and only slightly amusing. Story a "Dud" with good cast wasted. Gallagher a type who needs expert direction to bring out his best. Logan sweet and capable, but the role defeats her sincerity. Conti stands out best. Night-club sequences are amateurish.

Stock broker's clerk, in love with a cabaret performer, loses his job because of his know-it-all attitude and rash ways. His girl and her side-kick entertain his former boss at the night club and the heroine overhears a tip on the market being passed. She gives it to her sweetie, who from then on plays the market, winning heavily, from tips garnered in the night club by all the gold-diggers. Soon our hero has enough to marry on, and on the night he is to propose, there is a misunderstanding. The girl sees him spoiled by his money and to save him, has his former employer break him on the market. However all ends well and the lad is taken back as a partner.

The picture can play second-runs or double programs. The title has exploitation possibilities and some good exploitation may help to draw them in; the heavier the ballyhoo, the better for the picture.

"The Home Towners"

Warner Brothers

Starring.....Richard Bennett and Doris Kenyon
Directed by.....Byron Foy

"THE HOME TOWNERS" MIGHT ALMOST BE CALLED THE VERY BEGINNING OF THE REAL TALKING PICTURE. IT IS CERTAINLY NO LONGER TO BE CONSIDERED IN THE EXPERIMENTAL OR LABORATORY STAGE. THIS 100% TALKIE WAS TAKEN FROM THE GEO. M. COHEN PLAY OF THAT NAME, AND MORE THAN RIVALS THE FAME OF THE PLAY.

Byron Foy who directed this did an amazing piece of work and shows a genius for patience and handling of stage direction. The excellent speaking and acting performances of Richard Bennett and Doris Kenyon as well as that of Robert McWade, Robert Edson, Gladys Brockwell, John Miljan, Vera Lewis and Stanley Taylor, go far toward building up the prestige of this picture.

The technical recording of this picture is probably the best to date of any Warner product, with the exception of "The Singing Fool." The sound boys certainly deserve a hand for this one.

"Stool Pigeon"

Columbia

Story by.....Edward Meagher
Directed by.....Renaud Hoffman
Featuring.....Olive Borden and Charles Delaney

JUST ANOTHER UNDERWORLD STORY. THE TITLE WILL UNDOUBTEDLY ATTRACT BUT THE PICTURE WILL FAIL TO HOLD THE AUDIENCE. THE DIRECTION IN THIS IS PRETTY BAD AND THE STORY IS JERKY. CHEAP SETS.

This picture deals with the story of a boy, suspected of being a stool pigeon, who has only been stealing in order to give his Mother the good things of life. Needless to say, he is saved from a bad end and reforms and P. S. the heroine gets her man.

Olive Borden is the featured player and does nothing but mug her way through about twenty scenes. Delaney is not so bad but his work is almost ruined by terrible direction. This will not exactly lose money for the exhibitors but it will never be anything to write home about.

"Forbidden Grass"

Nichols Production

Released By Oscar A. Price
Directed by.....E. M. Eldridge
Photography by.....M. A. Anderson
L. de Angelis
Featuring.....Jack Padian, Elsie Duan, Walter Long

STORY WITH A THEME THAT COULD HAVE BEEN BUILT INTO ANOTHER "REX THE WILD HORSE" BUT THROUGH POOR CONTINUITY AND DIRECTION CAN HARDLY BE CLASSED AS A GOOD WESTERN THRILLER. OUTSIDE OF SOME FINE SCENIC SHOTS OF THE NEVADA-UTAH RANGES AND THE FEW WILD HORSE ROUNDUP SCENES THERE IS NO LIFE IN THE PICTURE.

Through a now-obsolete law out West, all wild horses were to be gathered in and disposed of, unless a range tax—for grazing was paid. Included in these wild horses were often those of private herds which the bad men also gathered in in order to claim "head tax" on them. Thus, this picture depicts just such a struggle, with the villain and his gang, with a state contract for the extermination of the horses, meeting doom at the hoofs of the wild herd, and the hero and heroine happily united in their equine cause and otherwise.

The honky-tonks and third-runs will play this one and no complaints. No names for the box-office, no direction to speak of, and only the horses as audience appeal, will keep this one away from all, except those who need "two to fill."

NEW SILLS F. N. CONTRACT

"Comedy of Life" First Talkie Under New Star Arrangement

By W. R. W.

Irving D. Rossheim, president of First National, announces that his organization has just awarded Milton Sills a new starring contract, and that the picture "The Comedy of Life" will be the first production under this new arrangement.

This announcement will be bad news to at least two producing organizations who have been angling for Sills.

Sills has a marvelous voice for talking pictures, probably the best on the screen. In addition to being a star in his own right in the silent drama, he was previously an outstanding player on the speaking stage and with this experience, plus his great speaking voice, is it any wonder that Rossheim is able to make the above announcement?

Milton recently completed a series of talking scenes for the F.N. production of "The Barker." At present he is working opposite Dorothy Mackail in "Stranded in Paradise."

Sloane With Fox

Paul Sloane has been signed on a long term contract by Fox to make movietone productions.

Sloane was recently in New York attending the instruction school conducted by Western Electric. His first story has not yet been selected.

Studio Gossip

Leslie Pearce will direct the dialogue version of "The Carnation Kid" for Christie.

* * *

Richard Tucker is now in Hal Roach comedies.

* * *

Ann Brodie has been added to the cast of "The Case of Lena Smith" which Paramount is making.

* * *

Clarence Badger will direct the next Taylor-Hall picture for Paramount.

* * *

Eve Southern will star in "The Girl Who Came Back" for Tiffany-Stahl. When she finishes this, she will leave for London to make stock shots for "Helen of London," for the same company.

* * *

Viola Brothers Shore has signed a new contract with Fox.

* * *

Production of "Jazzland" starring Jacqueline Logan direction by Dallas Fitzgerald, starts at Tec-Art, Oct. 25th.

* * *

"The Boy Wonder" will be Arthur Lake's next for Universal.

* * *

Alice White's next role for First National will be in "The Bluffers."

Metro-Goldwyn-Mayer have purchased the screen rights to "False Faces," by Louis Joseph Vance.

* * *

Thelma Todd has been selected by First National for the part of Satan's mistress in "Seven Footprints to Satan."

* * *

Marie Prevost has patched up her troubles with Columbia and will play the lead in "The Sideshow," a dramatic circus picture.

* * *

William Haines has returned from his vacation in his home town and will begin work shortly on a new M-G-M picture.

* * *

F. W. Murnau returns to Europe sometime around the end of December in order to keep his promise to be in Germany by January first.

* * *

The J. G. Blystone troupe have returned from location near Sacramento. The picture is "Captain Lash."

* * *

Raquel Torres has been signed on a long term contract by Metro-Goldwyn-Mayer.

* * *

There will be a harem of beautiful girls in First National's picture, "Seven Footprints to Satan," which Benjamin Christianson is directing. They will be the favorites of Old Man Satan.

OPINIONS

By W. R. WILKERSON

FILM CENTER

We were conducted through the new Film Center building yesterday. To say it is the last word in fire-proof construction is placing it mildly. In addition to this feature, the entire building is made to order for the housing of film exchanges and motion pictures generally. We have seen many specially constructed "film buildings" throughout the country, but the Film Center is the best of all. And too, it is located in the center of the new motion picture map.

MOVIETONE CITY

Anyone ever residing in Hollywood or lower California, always has the urge, at this time of the year to return, for when the chill breezes begin to blow, California sunshine calls. For this and the reason that Fox is going to open Movietone City, Sunday, we would like to be out there. That Fox opening is bound to be the last word in inaugural festivities. Probably everybody in California will be at Fox Hills some time Sunday afternoon. And for those of us around New York that can't get out, Glenn Allvine is going to try a little ceremony at the New York Fox Hills estate in the Roxy Theatre. This will be simultaneous with the celebration on the coast.

☞ Lambert Guenther has designed the cover for the eleventh annual announcement number of Exhibitors Daily Review and it's in the modernistic mode.

☞ It has strength, dignity, beauty and freshness, for Lambert Guenther is the greatest commercial artist in America.

☞ Within the covers of this issue (the date is January 1, 1929) will be presented the industry plans, purposes and general set up as announced by the major and minor companies.

☞ It will include the business and personal greetings of individuals to the trade and will go a step beyond the previous publication efforts in the industry. It's a Good will number, surpassing pictorially and a worthy thing—again the date—Tuesday, January 1, 1929.

In This Issue Sam E. Morris Tells "What's Right With The Movies"

DAILY REVIEW

EXHIBITORS

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

OL. 24 No. 99

New York, Monday, October 29, 1928

FIVE CENTS

Monday A.M.

Hollywood and New York were the yesterday afternoon when the ceremonies opening the new Fox Movietone City at Westwood were received by direct wire to the waiting group in New York and those who were three thousand miles away were for all practical purposes present at the festivities.

* * *

The studios will contain nine stages and it is no exaggeration to call the place a city. It is the most elaborate, complete and pretentious sound equipment center in the world and is another monument to the enterprise and practical business progress of Fox Film Corporation.

* * *

Richard Bennett, in making a personal appearance at the premiere of "The Hometowners," delivered himself of a neat speech about the encouragement to the actor offered by the talkies. They would strive to give their best because their effort would live for coming generations. It was well phrased and well delivered and it made a hit. Then Bennett told the Warner Theatre audience he had a "great treat" in store and promptly dragged out Jim Tully, the author of "Jarnegan," the play that verizes the movie studios.

A woman back of us took one look at the "treat" and exclaimed:

"My gawd, he even looks it."

"Yep," said her companion, "he has a face that only Dick Bennett and his own mother could love."

Both these exclamations were fact understaters, for Tully is no more lovely than his play.

* * *

We have been offered a bet that the members of the committee appointed to choose the winner of the Sam Harris international cup will be notified of their appointment before the night of the Anglo-American dinner.

ARTHUR JAMES.

FEDERAL COURT TO RULE ON ROBERTSON INJUNCTION

First Talkie in London Causes Biting Reviews

According to an Associated Press report, the London critics have taken a sour attitude on talking pictures, after viewing the first all-dialogue film to be shown in Great Britain.

The film was the Warner-Vitaphone, "The Terror," and the general verdict by newspaper reviewers was "insufferably slow, tedious and unreal." Much of the adverse criticism as directed to the drama itself.

PROD. IN EUROPE COLUMBIA PLAN

Harry Cohn in Paris Lays Out New Organization

London.—Harry Cohn, V. P. of Columbia Pictures, who is in Paris on a business deal, announced that his company is planning to establish studios in Europe, for the production of European pictures.

An initial schedule of 15 productions is being planned and in March a number of productions executives from

(Continued on page 6)

New Talmadge Film At Rivoli Nov. 9

Norma Talmadge's new United Artists Pictures, "The Woman Disputed," will have a gala first night presentation at The Rivoli Theatre on Friday, November 9th, at 9 P. M. All seats will be reserved.

Tickets are now on sale at the Rivoli box office. Loge seats cost \$5; orchestra \$2 and \$1.50; balcony, \$1.50 and \$1.00. The opening will be attended by celebrities of stage, screen and civic life.

"The Woman Disputed" was directed by Henry King and Sam Taylor. Gilbert Roland, Arnold Kent, Gustav von Seyffertitz and Gladys Brockwell support Miss Talmadge.

All proceeds of the opening night will be donated to the New York American Christmas and Relief Fund.

Paramount Contends Interchange Order Has No Contract Basis—"Warming Up" Records on Humaphone

Lightman Merging Tri-State Groups

Memphis.—The first Tri-State Convention of theatre owners ever held in this part of the country, convened here yesterday for a two-day session which has for its principal purpose, the creation of a new organization, embracing the Tri-State Theatre Owners of Arkansas, Tennessee and Mississippi.

M. A. Lightman, President of the Arkansas M.P.T.O., is the guiding spirit in this movement to bring the activities of three states, among theatre owners, under one banner. He is presiding at this convention and made the opening address of welcome yesterday.

In the matter of planning a Tri-State body, the exhibitors will offer as one of the services of such an organization, the facilities of an office main-

(Continued on page 2)

Williams Gets New "Dominion" Films

Another tie that makes for friendlier relations between the old and new world is the announcement that World Wide Pictures, Inc., will distribute a series of British Dominions' Productions in the United States and Canada.

The series will include Wilkie Collins' masterpiece, "The Woman in White," starring Blanche Sweet, and Sir Hall Caine's world-famous novel, "The Bondman," starring Norman Kerry. Both are "photo-plays" made

(Continued on page 3)

HECHT GOES WEST

Ben Hecht, who once left the picture business flat after having a set-to with Paramount about "Underworld," has left for the coast, to work with Rupert Julian on his mystery story, "Regiment of Doom," for Metro-Goldwyn-Mayer.

Paramount attorneys on Saturday characterized the Robertson-"Warming-Up" court controversy as "a tempest in a teapot," and also asserted that the exhibitor had no contract for the sound version of the Richard Dix picture.

In addition, it is the Paramount claim, Judge De Witt Merriam of the Circuit Court, who issued the mandatory court order, forcing the company to turn over the sound records of the picture to Robertson last Saturday, modified and vacated the temporary injunction the next day. Whereupon, Robertson, who holds a contract with United Artists for sound pictures, booked "The Tempest" for the following three days.

According to the attorneys, Robertson came in court ex-parte, with an affidavit alleging oral agreement with a Paramount booker, to deliver the sound records with the picture, but he had no contract whatsoever, except a contract for the picture, silent.

(Continued to page 6)

9 Mos. Paramount Earnings Jump

\$300,000 Over 1927 Figures—Total This Year \$5,973,600

Paramount Famous Lasky Corporation estimates its profit, after all charges and taxes, including its undistributed share of earnings of Balaban & Katz Corporation, a sixty-five per cent owned subsidiary, to be \$5,973,600, for the nine months, and \$2,100,-

(Continued to page 6)

Considine Coming East

Hollywood.—John Considine, Jr., leaves Hollywood tomorrow for New York to begin production on the Harry Richman picture. No leading lady has yet been signed.

DAILY REVIEW

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Joe Blair, West Coast Representative, 1255 Taramind Avenue, Los Angeles (Phone Hempstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema," 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digests, 259 Spadina Ave., Toronto, Canada.



New York.—Harvey Day is back from Pittsburg all scarred up from his battle with the Greeks, but will likely soon be recognizable. . . .

Dave Bader, working in Universal offices at two o'clock last Saturday, explained his lateness and surprising industry by saying that he does not play golf nor care much for football. . . . **Lou Metzger** holds a championship at the Motion Picture Club, having alone and unaided secured 30 new members within the past month, among them some of the real big men of the industry, and they should slip a medal to Lou. . . . **Pat Garyn** gets a great kick out of dropping in to the Rivoli and listening to the people applaud a sound trailer on "Wings" which they are doing at every performance, which applause for a trailer shatters another world's record. . . . **Pall Gulick**, editor of the Motion Picture Club Bulletin, is out with his first issue, a neat little paper telling all about the activities of the club and its members, and Paul anticipates a great deal of pleasure in getting out future issues. . . .

Jack Bower, formerly and for years on the coast with United Artists, has been appointed manager of the Washington branch of that company. . . . **Colvin Brown** looks right nice pictures as an official of the M.P.T.O.A. in the trade papers, but Colvin always was a handsome guy. . . . **Jesse Lasky** has again been named head of the motion picture division of the American Red Cross. . . . **Joe Levigard**, eminent Universal director, who has come up through the ranks from driving a truck, is in New York on his way to Europe where he will make two productions for Universal. . . . **Charles Pettijohn** "raps censorship" according to newspaper headlines, but he don't remember that this is any switch for Charlie, so why fuss about it. . . . **Herbert Wilcox** has sailed for home after closing a big deal with World Wide Pictures, J. D. Williams' new and big distribut-

"What's Right With The Movies"

(Seventh of a Series by Industry's Leaders)

By **SAM E. MORRIS**

General Manager of Distribution, Warner Bros.

RADIN HAS 3500 BRISTOL ORDERS

Matty Radin, President of the International Bristolphone Distributors, Inc., announces sale of one machine to Mr. Jack Springer to be installed at the Symphony Theatre the early part of next week.

He is also installing numerous other machines in the City of New York.

They also have orders on hand now for close on to 3500 machines which will be filled in the order of the acceptance of their applications.

Fully 85% of the United States is practically closed for distribution with the foremost State Right buyers in the business. Mr. Radin also stated that he would announce the names of these concerns the early part of next week.

PATHE INTERNATIONAL REPRESENTATIVE SAILS

Carlos Jimenez, Latin-American sales representative for Pathe International Corporation who engineered the recent big deals with F. H. Knocke for the complete Pathe 1928-29 program in Cuba, Porto Rico, the Dominican Republic and the Virgin Islands and with Anker Brothers, of Guatemala, for Central American rights on features and with Maio Uibini for shorts in the same territory, sailed Saturday on the Siboney of the Ward Line for a five months' sales trip in southern territories.

3 Circuits Signed

A trio of Chicago circuits—the Coston, B. & K. and Great Lakes—have been signed up for Pathe shorts, according to a wire from H. S. Lorch, local branch manager to Harry Scott, short subjects sales manager.

New Vitaphone Branch

Paul J. Swift, Vitaphone sales manager, is in Dallas, Texas, where he is to superintend the opening of the new Vitaphone branch in that city. C. D. Touchon has been appointed branch manager.

LIGHTMAN MERGING TRI-STATE GROUPS

(Continued from page 1)

tained on the market in charge of a paid manager

Efforts will be made through such an organization to have members appointed to the board of arbitration who will give a careful study to the contract and arbitration practices. It is planned to have some method of paying expenses of arbitrators to and from the meetings.

R. F. Woodhull, president of the M.P.T.O.A. is a guest of the convention and will address the exhibitors today.

ing organization. . . . **Felix Feist** gets a new thrill every time any one talks to him about "Alias Jimmy Valentine," which Felix thinks is one of the real ones of the year and is willing to bet money that his judgment is right. . . .

The motion picture industry has more reason for optimism today than it has had any time during the past twenty-five years. The business has taken a fresh lease on life and is facing an entirely new era. The first hint of this new era came in August, 1926, with the initial exhibition of Vitaphone. Last season when Al Jolson, in "The Jazz Singer," was released, the whole industry took cognizance of the inevitable change it forecasted. That picture rescued the business from a rut that had held it in one path until the public's interest was perceptibly waning.

Change is always a healthy thing. The drastic change that Vitaphone has brought about has already proved an efficacious tonic which has restored the whole industry to a state of well being. Production in every studio is steaming ahead with

vigor and a spirit of competition which in itself is a boon. Exhibitors are beholding the cheerful sight of crowds coming out in tremendous numbers that had dwindled alarmingly a short while before. And the public has abandoned its lethargy and has not only resumed but surpassed its most ardent patronage of the past.

Indeed talking pictures today enjoy the greatest popularity of any sort of entertainment. While this situation obtains, how can the industry fail to be prosperous? For as long as people are alive they will pay for diversion and as long as producers can supply them with the most appealing kind, the business will flourish.

Yes, there is a great deal "right with the movies." And I believe that Warner Bros. through Vitaphone can claim credit for setting much of it "right."

"Three Bad Men" Again

J. Farrell MacDonald, Frank Campeau and Tom Santschi the "Three Bad Men" of pictures, are to be together again in "In Old Arizona." This is the Raoul Walsh-Irving Cummings special which Fox is producing—with difficulties.

Gilpin to Start

Charles Gilpin, colored actor whom Fox signed in New York has arrived in Hollywood and will start in a principal part of a Fox movie-tone special. The director, cast and theme of this picture are as yet unannounced.

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"MOVIETONE CITY" DEDICATED

Formal Opening of Project in Fox Hills, L. A., Marks Another Milestone in Achievements of a Picture Pioneer—William Fox. World's Largest and Most Comprehensive Production Center for Movietone Cost \$10,000,000

Hollywood, Cal., October 29. . . . Exactly ninety days after the first construction started, William Fox, pioneer in Movietone development, formally dedicated his new \$10,000,000 Movietone Studio at Fox Hills yesterday afternoon with a most impressive ceremony.

All roads seemed to lead to Fox Hills, ten miles west of Hollywood today as the more than fifty thousand people from many states gathered to take part in the dedication exercises. These thousands constituted the largest number of people ever to be assembled within a motion picture studio, and this dedication marked the most far-reaching event ever engineered by the motion picture industry in Southern California.

Largest In World

This Fox-Movietone Studio is not the largest in the world, but it is the first complete studio city to be devoted exclusively to the production of dialogue and sound pictures. Twenty-seven buildings of reinforced concrete and steel were erected on forty acres of land in the southern end of Fox Hills. The construction includes four sound-proof stages, each measuring 212 feet long by 165 feet wide. This colossal undertaking represents an investment of \$10,000,000 in land value, buildings, sound-recording, photographing equipment and electrical equipment.

Clark & McCullough

Thousands had gathered at Fox Hills long before the hour set for the dedication ceremony. For a half hour before the official exercises, which started at 3 o'clock, there was a special entertainment program, headed by Clark and McCullough, who have appeared in several Fox-Movietone comedies and who will make their future pictures in this new studio. The musical program was arranged by the Al Malaikah Shrine Band, which was placed on the speakers platform and the Harold Roberts Golden State Band, stationed at the Santa Monica gate.

Lumsden Hare, former leading man for Ethel Barrymore and Maxine Elliott, and internationally known as a dramatic actor, was the master of ceremonies for the dedication. The day's events were broadcast through station KMTR by radio announcer Freeman Lang.

Dedication Service

The invocation was delivered by the Rev. Neal Dodd, pastor of The Little Church Around the Corner, Hollywood. Dr. Isadore Isaacson of the Holy Temple of Israel in Hollywood, and Father Joseph Sullivan, president of Loyola University, both delivered a brief prayer. Oscar Lawler, a noted corporation lawyer of Southern California, made the dedication address. George L. Eastman, president of the Los Angeles Chamber of Commerce, welcomed the new Fox-Movietone Studio as an important addition to the cultural and industrial life of Los Angeles. A bronze plaque, commemorating the dedication of the first studio of its kind in the world, was unveiled by Mary Duncan, a new Fox star, who came to Hollywood following a notable Broadway stage career.

East Keeps In Touch

Through special arrangements with the Western Union Telegraph Company, a direct wire established communication between those on the speakers' platform and Mr. William Fox, who was host to a group of newspaper writers at the Roxy Theatre in New York. A special telegraph operator sent frequent bulletins concerning the afternoon's events to Mr. Fox and the New York newspaper correspondents. This dedication was recorded by cameras mounted in an airplane which circled the field, while the Movietone cameras caught sound and pictures.

Several committees composed of Fox Film stars entertained the Los Angeles news writers and national correspondents at luncheons before the dedication ceremony. Among the stars who served as special press committees were Mary Duncan, Janet Gaynor, Sally Phipps, Marguerite Churchill, Maria Alba, Helen Twelvetrees, Mary Astor, Lois Moran, Madge Bellamy, Lia Tora Lola Salvi, June Collyer, Victor McLaglen, Edmund Lowe, Charles Farrell, George O'Brien, Charles Morton, Barry Norton and Earle Foxe.

Traffic Arrangements

Fully 10,000 automobiles conveyed the thousands of guests to Fox Hills and this avalanche of cars constituted a tremendous traffic problem. Fox Film officials engaged L. H. Anderson, traffic expert of Ieland Stanford University, who supervised all traffic to and from the Movietone Studio and who had charge of the special parking space on grounds adjacent to the main studio. He had the assistance of 500 college men from the University of

Southern California and the co-operation of the Los Angeles Police Department. During the past four years Mr. Anderson received state-wide recognition for the manner in which he handled the crowds attending the Tournament of Roses and the annual football game at Pasadena on New Year's Day.

The general committee, working under the supervision of Vice-President Winfield Sheehan, in charge of the dedication was composed of the following Fox studio officials: Sol M. Wurtzel, Chairman; J. J. McCarthy, Ben Jackson, Harold B. Franklyn, Joseph Pinchus, Alfred Wright, Howard Sheehan, James Ryan, Edward W. Butcher, H. A. King, Joseph Egli, Fred. W. Bestson, Chandler Sprague, M. S. Boylan, H. Keith Weeks, Walter Quinlan, Michael Leshing, David Thompson, Philip Klein, Eugene Walter, Charles Judels, Donald Gallaher, Arthur Caesar, Earle Lewis McGill, Dave Stamper, George Schneiderman, William Darling, Gabriel Bee-Hoffman and R. M. Yost.

Press Credit Fox

The opening of the Fox-Movietone Studio further entrenches Hollywood as a producing center of talking pictures. In commenting on the importance of this phase of Movietone development on the West Coast, the Los Angeles Times said in an editorial on October 24: "This action of the Fox Film Corporation also entrenches Los Angeles more firmly as the movie and dramatic center of the world. Sensing its coming hold on theatre goers, New York has been making strenuous bids to secure for Gotham this valuable productive industry. The Movietone City, near Hollywood, puts an end to the hopes of other communities to separate the talkies from the old movie home."

"Since this innovation calls for a greater variety of talent than the silent drama required, it will bring many more leading playwrights and actors from all over the world to Los Angeles."

"Faith in the future of this novel appeal at once to both the eye and the ear could, ask no better justification than the establishment of a Movietone plant on a scale of these dimensions. The talking films offer many new fields for instructing and entertaining the public and these fields will be assuredly extended with the installing of such large production centers of Fox-Movietone City."

WELL, HERE'S HOW THEY STAND!

For the Brookhart Bill:
Film Daily
Harrison's Reports.
Straddling:
Motion Picture News.
Silent as two deaf mutes:
World-Herald.
Variety.
Against the Brookhart Bill:
Motion Pictures Today
Exhibitors Daily Review
Canadian Digest
Motion Picture Theatre Owners of America, and
The intelligent sentiment of the entire motion picture business—resenting Federal control and stupid meddling by outside bunglers.
When aloof gentlemen lack the courage to step out and be counted we save them the effort by turning on the spotlight and doing the counting for them.
If we are in error we'll be delighted to print the correction.

Williams Gets New "Dominion" Films

(Continued from page 1)

where the story's laid." Herbert Wilcox directed both productions.

The deal was closed by Charles Wilcox, following negotiations participated in by J. D. Williams, Alexander S. Aronson, and Joseph S. Skirboll for World Wide and W. Henderson Clelland, and Herbert Wilcox of British Dominions who returned to London last week.

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AN OLD AND WELL ESTABLISHED ORCHESTRA BUSINESS of Band Providers. Fully licensed, agency for variety, etc. Price £4,500. Commodious offices, extensive up-to-date library and music. Established 25 years. Open to every inspection and investigation. Write May Walter Orchestra, 81 Shaftesbury Avenue, London, W.1.

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WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

Vidor Singers Leave

The Dixie Jubilee Singers, the colored troupe composed of six men and three women who have appeared frequently on the concert stage, left Wednesday for Memphis, Tennessee, where they will join King Vidor and the cast of "Hallelujah," and take part in some of the vocal sequences of this picture.

Nolan With Gilbert

Mary Nolan, who has just completed the feminine lead opposite Lon Chaney in "West of Zanzibar," has been cast for the chief feminine role in "Thirst," John Gilbert's new starring picture which William Nigh will direct for Metro-Goldwyn-Mayer.

Bower With U. A.

Jack Bower has been appointed branch manager of the Washington exchange of United Artists Corporation, it was announced yesterday by Al Lichtman, Vice-President and General Manager of Distribution. Mr. Bower, who was formerly with United Artists in Los Angeles, replaces J. E. Luckett.

PICTURE OF THE YEAR

**THEY ALL AGREE—
THE FILM WILL DRAW ALL THROUGH ITS CAREER
A CLEAN-UP FOR EXHIBITORS
A BIG EXPLOITATION PICTURE BET
IT CAN'T MISS
CLASS PRODUCTION
FROM ALL ANGLES
DO WELL AT
THE BOX-OFFICE**

Motion Picture News

Marriage by Contract Good Box-Office Material (Reviewed by Chester J. Smith)

THIS tale has as its moral that women should remain well satisfied with the good old-fashioned marriage ceremony, that precarious as that sometimes is, it will continue to be generally accepted as the proper and safest standard. However, companionate marriage has come in for a deal of discussion and because of that there is plenty of box-office material in this feature. If it is to be adversely criticised at all, it is because there may be one too many of the marriage sequences.

Patsy Ruth Miller trudges her way sadly through four or five "agreements," each time being satisfied she has bit upon the right man at last. And then she wakes up to find it has all been a dream, that her original companionate agreement with the youth she loves and who loves her has not departed because of a tiff that brought on all the hysteria. But she is smart enough, after all, and so is he, to realize that the old fashioned marriage ceremony is much the most satisfactory.

Miss Miller is very convincing in the handling of a somewhat difficult role which takes her from the young modernist wife through the various marriage episodes until she comes to the border of middle age and with it there is the desire to retain her youth. It is somewhat a relief to know all of these hardships have not been hers when she awakens from her troubled sleep. Lawrence Gray also does some creditable work, as do the other members of the cast. It is a picture that has quite a considerable appeal and it should do well at the box-office.

Drawing Power: The subject is one that has had much attention, and with a well molded story, well done, it promises to click in nearly any house. **Exploitation Angles:** The companionate marriage subject lends itself to ready exploitation; the good story, the well balanced cast.

THEME: Thoroughly modern girl and youth decide upon a companionate marriage; they quarrel and she leaves in a huff. She drifts from one marriage contract to another, only to finally wake up and realize it has been a dream, which, however, has a happy ending.

Produced and distributed by Tiffany-Stahl. Length, 7,786 feet. Released, December 1, 1928. The Cast; Patsy Ruth Miller, Lawrence Gray, Shirley Palmer, Ralph Emerson, John St. Polis, Claire McDowell, Ruby Lafayette, Duke Martin, Robert Edwards, Raymond Keane. Director, James S. Edwards. Continuity, Edward Clark.

THE Film ALL THE NEWS ALL THE TIME

A Picture

EXCITEMENT hit the office a smack last night. It was like this. In came the head reviewer, bubbling over about something or other he had just seen. That, in itself, was unusual. So we inquired what it was all about: Said reviewer had hurried officeward directly after seeing "Marriage by Contract," a Tiffany-Stahl release. Nobody could hold him. We then figured that if this picture was that good, we had better pass on the word as fast as possible.

So we then asked him to point out what the why and the wherefore. And this is what he said—in essence, not in toto, because we had to trim his rave to space requirements:

Built on companionate marriage theme. Shows step by step how modern girl imbricks on such a marriage, but how conventions, etc. break it up. She tries it again. It fails again. Big punch is in showing that a woman has no protection in this companionate marriage stuff. The man walks off, picks another gal but the woman is licked. Age does the trick. A natural for feminine support from all clubs and church organizations.

Very sexy, but discreetly handled by director James Flood, under the aegis of the Tiffany-Stahl Class production from all angles.

Theme: enormous woman interest in marriage problems which are dramatically developed. Which is saying plenty about any picture. Toronto and the exhibitor convention beckon, but just as soon we're going to see it.

THE Film AND WEEKLY FILM DIGEST

Patsy Ruth Miller in

"Marriage By Contract"

Tiffany-Stahl Length: 7786 ft.
A WINNER. EXPOSES THE BUNK IN THE COMPANIONATE MARRIAGE GAG. SEXY. HUMAN. DRAMATIC. TIMELY. GREAT WOMAN PICTURE.

Cast... Patsy Ruth Miller as the modern girl who tries companionate marriage gives one of her best performances. Laurence Gray fine support. Strong cast includes Ralph Emerson, Shirley Palmer, Robert Edeson, Duke Martin, John St. Polis, Claire McDowell, Ruby Lafayette, etc.

Story and Production... Drama of youth and today. This one is in, by a mile. It's got a great dramatic punch tied up to the very modern theme of companionate marriage. It shows very humanly and powerfully how a modern girl imbricks on a contract marriage, and hits the rocks in three months when hubby stays out till 3 a.m. and gets plastered with an old girl friend. In other words, you can't change human nature by dodging a wedding ring and license. That's the tough lesson the girl learns. And she keeps on learning till youth and beauty have flown, along with her admirers. Powerful preachment which women's clubs and churches will back strong. It can't miss.

Direction, James Flood, expert; Author, Edward Clark; Scenario, Frances Hyland; Editor, L. R. Brown; Titles, Paul Perez; Photography, Ernest Miller, excellent.



TIFFANY-STAHLE PRODUCTIONS INC.

1540 BROADWAY

NEW YORK CITY

PICTURE OF THE YEAR

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TIFFANY-STAHl PRODUCTIONS INC.

1540 BROADWAY

NEW YORK CITY

Hatch Books "Lilac Time" In Chicago Armistice Day

Stanley Hatch, Western sales manager for First National Pictures, has returned from a four weeks' business trip to Chicago and reports that on Armistice Day, Sunday, November 11, the company's Colleen Moore special, "Lilac Time," will begin a three weeks intensive showing in the circuit and independent theatres of that city. Twenty prints will be kept in continuous use.

Mr. Hatch reports that G. L. Sears, Chicago branch manager, closed with the Coston Circuit for "Lilac Time," and all of the program pictures in the President Group.

"Lilac Time" is now showing in the Minneapolis territory and on the Butterfield Circuit in Michigan, and Mr. Hatch states that it is doing a consistently record-breaking business in all theatres showing it.

Federal Court to Rule On Robertson Injunction

(Continued from page 1)

Without further hearing, Judge Merriam issued the order, effective Saturday noon. Paramount had no recourse but to obey this order and later found it was impossible to locate the judge to revoke it. So it went through.

The order is returnable for argument tomorrow, when the merits of the case will be gone into finally.

James N. Robertson, owner of the three houses advises that so far, the Cinderella and Roosevelt Theatres in Detroit have played "Warming Up" and "Sawdust Paradise" and that on Sunday both theatres will open with United Artists "Tempest" with disc records, for four days.

This would indicate that the U. A. picture licensed to record with the Movietone system, is furnishing their picture to Robertson to be run over his own apparatus, called the Humaphone.

Should the courts tomorrow decide that Robertson had contracts for Paramount product with sound accompaniment, the company will have inadvertently been a party to another severe test of interchangeability of talking pictures, as has been already demonstrated by the exhibitor's public exhibition of a Western Electric licensee's product on apparatus of an unknown quality.

Several of these W. E. licensees have been recording their product with records furnished by the Victor Company and whether these pictures, so recorded, can play on devices other than Movietone or Vitaphone, of which there doesn't seem to be any doubt that it is being done may enter into the Federal decision tomorrow.

9 Months Paramount Earnings Jump

(Continued from page 1)

000 for the quarter, both ending September 29, 1928. The 9 months' earnings are \$300,000 over the 1927 total for a similar period.

These earnings for the nine months are equal to \$8.69 per share on the stock issued and outstanding prior to the recent split up of three for one, and are equal to \$2.90 per share after such split up, on the new basis of stock outstanding.

FILM ARTS GUILD TO DISTRIBUTE JOLSON

The Film Arts Guild announces that they have secured the World distributing rights on "His Darker Self," the picture which Al Jolson made, first under direction by D. W. Griffith and later left the cast, being replaced by Lloyd Hamilton under Jack Noble direction.

The first effort of Jolson as a film actor was not altogether pleasing and resulted in a law suit brought by Griffith for damages occasioned by Jolson's withdrawal, which Griffith lost.

It will be released on Broadway shortly.

"South of Panama" Done

Lon Young, in charge of production for Chesterfield on the West Coast advises that studio and camera work on "South of Panama," the third release in the current series of eight features, has been completed and that editorial work of cutting and titling is now well under way.

Charles J. Hunt, directed the picture under the supervision of Lon Young and Mr. Hunt also goes on the credit list as editor, he being listed as one of the most capable film editors on the West Coast.

"South of Panama" will be ready for release November 1st.

Dunlap With Columbia

Richard Thorpe and Scott Dunlap have been signed to direct two forthcoming productions by Columbia. The titles of these will be made public very soon.

M-G-M Sign Mary Nolan

Mary Nolan, once known as Imogene Wilson, has just been given her first big chance in pictures. Metro-Goldwyn-Mayer has signed her to play opposite John Gilbert in that company's production of "Thirst." Miss Nolan was in "Sorrell and Son" but has done nothing worth while since.

Ina Claire in Films?

Ina Claire is either being flirted with or doing a little flirting on her own hook with the picture business. The fair Ina seems quite peeved with the stage and its producers and declared "the best inducement any stage producer could offer a star is a good play and there does not seem to be any lying around." Miss Claire said she had two or three offers for pictures and felt that she would accept one of them.

Prod. In Europe Columbia Plan

(Continued from page 1)

Hollywood will proceed to Europe to take charge. With them will be the leading technical experts of the firm.

Dorothy Revier has been chosen leading lady for these productions while the leading man will be either a well-known French or British actor.

Cohn is conferring, while in Paris, with Frederick E. Shoninger, foreign sales manager.

TWO FORMER STARS IN "IRON MASK"

Two faces familiar to the moving picture fans of the past decade appear in Douglas Fairbanks' newest picture, "The Iron Mask." They are those of Florence Turner and Francis Ford.

Miss Turner portrays the role of the Mother Superior of the Carmelite Convent. Mr. Ford enacts a gentleman of the court of Louis XIII. Both Miss Turner and Mr. Ford were screen stars of the first magnitude in the early days of motion pictures, when Douglas Fairbanks was making his first step from the stage to the screen.

Mr. Fairbanks plays D'Artagnan, the bravest soldier of France, in "The Iron Mask," the sequel to "The Three Musketeers," which he filmed six years ago.

Smitty" Director

Harry Edwards, who has recently completed directing Mack Sennett's "Handy Andy" series, featuring Johnny Burke, has been signed by the Amedee J. Van Beuren Enterprises to direct another Pathe series of two-reel comedies, the "Smitty" subjects.

Flo Lewis in Talkie

Flo Lewis, known on the variety stage as "the inimitable singing comedienne," is to be seen and heard in a Vitaphone comedy sketch, "Give Us A Lift," in which she will be supported by Leo Karlyn, according to an announcement made by Bryan Foy, Vitaphone director and executive.

Warner Signs Many Players

J. L. Warner signed a number of well known players this week to augment further the casts of Vitaphone pictures now in production at the Warner Studio. Lee Moran and William Tooker were selected by him for "No Defense" in which Monte Blue and May McAvoy are co-stars.

William Irving has joined the lineup in "Madonna of Avenue A," in which Dolores Costello is starred. John Davidson has been named for a featured role in "Kid Gloves." Its principals are Conrad Nagel and Lois Wilson.

"You're Wonderful," Pathe Theme Song

"You're Wonderful," Paul Ash's featured song in collaboration with Buddy Fields and Jack Gardner, is the love theme song used by Josiah Zuro in the R.C.A. Photophone recording of Pathe's "Captain Swagger."

Sherman Directs

Stanley Houghton's one-act play, "Phipps," produced on Broadway in 1914 under the direction of the late Holbrook Blinn, will be transferred to the screen as an all-talking picture under Lowell Sherman's supervision. Sherman will direct this play at the Metro-Goldwyn-Mayer studio and play the leading role.

OPINIONS

By W. R. WILKERSON

"ROXY"

At different times recently, we have heard a word dropped here and there that Samuel Rothafel, better known as Roxy, will leave the theatre bearing his name at the termination of his present contract. And further that he will be in charge of another 6,000 seat house bearing the name of Rothafel. This theatre to house a permanent stage company of players, given over to the policy of musical reviews. This might be only a rumor, that is, in part. However, most everyone that seems to know as little about it as we do, insists that Roxy will leave the Roxy very soon.

A MISTAKE

If William Fox permits Roxy to leave his Roxy Theatre organization we think he will be making a tremendous mistake for Sam Rothafel under the title of Roxy has the "biggest" name in motion picture show business and a reputation well deserved. He stands head and shoulders over any other showman, theatricals generally and pictures in particular. He is the master of presentations and the greatest producer of stage attractions to be found anywhere. The task of filling a house the size of the Roxy is tremendous. Pictures alone will never do it and it requires a combination of stage presentations, such as has been devised by Rothafel.

A DEBT

Motion pictures owe a greater debt to Sam Rothafel than it can ever repay. He made big theatres possible and individually was instrumental in taking motion pictures out of the store show variety. His ideas and his alone, are responsible for whatever prosperity the big picture palaces are enjoying at present. There is no single person in this industry that has done as much for it as this same Roxy.

We have followed his every movement since the days of his management of the Regent Theatre at 116th St. and 7th Ave. We remember his opening of "The Birth of a Nation," his Strand Theatre policy, the openings of the Rialto and the Rivoli, and his move to the Capitol when everything looked bad for that big house.

A lot of wise showmen argued by the hour with facts and figures to prove that the Roxy Theatre would be the greatest financial bust in show history. It could not pay, the overhead was too great. The task tremendous.

A FOUNDATION

If we were Zukor, Fox, Schenck, Laemmle or any one of the big shots we would start a Samuel Rothafel Foundation Fund. We would go to everybody in this business and solicit funds until several million had been reached. We would lay the whole sum in the lap of Roxy with the words "there you are, old boy, build yourself a theatre, any kind, but it must be on Broadway and run pictures. It's yours. We are paying off our debt and ask only one favor for this payment, that we may continue to steal your ideas for our personal use in order to insure future progress in the exhibition of motion pictures."

SPANISH TALKING NEGATIVES

Fox Harkens To Foreign Revenue — Makes Separate Dialogue

By Special Coast Representative

Realizing that out of a possible 100% in the cash gross on any picture, at least 20% comes from countries that speak and understand Spanish, the production executives on the west coast lot for Fox are now making an additional negative on every talking picture and talking sequence, the dialogue being done in Spanish.

The importance of this move is easily recognized when you consider that the percentage in grosses on pictures for the English speaking nations is about 65%, and with the 20% added for the Spanish nations, but 15% remains for all the remainder of the nations of the world.

It is said that Fox now has over a hundred thousand feet of Spanish talking negative already completed.

Seena Owen Signed

Seena Owen has agreed to leave the quiet of her ranch to play the part of the queen in "Queen Kelly." This is a part that ranks second only to that of Miss Swanson's and Walter Byron's. Erich Von Stroheim is directing this picture.

"Christmas Carol" Again for Universal

Several years ago, Universal made a two real version of the Charles Dickens famous story "Christmas Carol." Rupert Julian directed and played the role of Scrooge.

This organization has now decided to remake this picture under the direction of Tom Terris who will also double in the role of Scrooge. Production starts immediately with release set in plenty of time for the holidays.

Berlin Production

The first picture to be made by Universal in Berlin will be from the Ouida story, "Farone." The treatment and continuity were written by Lucille DeVers. Production will start soon.

"Juanita" For P. F. L.

Captain George Banfield, now putting the finishing touches to "Spangles," super circus production for British Filmcraft, will go on location into Spain for at least a month,—in about two weeks. The picture which takes him into Spain is "Juanita" and will have Gladys Frazin in the lead and Kenneth McLaglen, youngest of the McLaglen brothers, in an important role.

"Juanita" will be released throughout the world by the Paramount organization.

Studio Gossip

The future Rus Farrell airplane pictures are to be made with sound. Reed Howes is in these.

* * *

Harry Meyers has just completed "Dream of Love" Fred. Niblo, Metro-Goldwyn-Mayer production.

* * *

Frank Hagney is playing the heavy in Burton King's current production.

* * *

Ralph Tucker is making his first comedy for Hal Roach.

* * *

Anders Randolph is back in Hollywood after a seven weeks location trip on the "Exodus." He starts work at Fox soon.

* * *

Poodles Hanneford will make eight more comedies for Weiss Brothers.

* * *

George Kotsonaros has started on his second talkie for Universal, "The Shakedown."

* * *

Nina Quartero is playing the lead in the current Warner Brothers Rin Tin Tin picture.

* * *

Clyde Cook is still working on "Captain Lash" for Fox. After seven weeks, he calls it a career, not a picture.

* * *

Robert Lorraine, who occupies somewhat the same position in the English theatrical world as that held in America by Walter Hampden, may be starred this season in London in a play by a Hollywood motion picture director.

The play is "Daughter of Joy" and was written by E. H. Griffith.

* * *

Eulalie Jansen has been added to the cast of "She Goes to War."

* * *

Joe Jackson is both titling "The Greyhound Limited" and writing the dialogue for "Alimony Annie."

* * *

Billy Bevan will make one picture for Sennett.

* * *

Thelma Hill, Bud Duncan and Kit Guard have started work on the sixth of the Toots and Casper series. St. Elmo Boyce is directing it for Darmour-F.B.O.

* * *

Marion Davies' next picture for Metro-Goldwyn-Mayer will be "Mary of Vassar," by Sarah Y. Mason.

* * *

Frances Marion's first assignment on returning from Europe will be the screen treatment of Lon Chaney's next for M-G-M, "Tatterly."

* * *

Louis King director for F. B. O. has resumed work on "The Little Savage" after being held up six weeks by the broken arm of Buzz Barton.

* * *

D. W. Griffith's "Love Song" is due for a change in title. "Masquerade" and "Passion Song" are being considered.

WILLIAM COLLIER TO DIRECT JOHNNY HINES

William Collier, Sr., noted stage player and director of legitimate productions as well has left for Hollywood to handle the talking sequences in the first Hines talking picture, "A Pair of Sixes."

This production will be made by the B. & H. Enterprises, who made all of the Hines First National pictures and is being made without any definite release in sight. It is the contention of C. C. Burr, if the picture is good, they will have no trouble in getting a satisfactory release.

Paramount Contract

Contracts for the erection of the new Liberty Theatre, Corning, New York, have been awarded by Victor A. Rigaumont, theatre architect of New York City, to the Corning Building Company. Construction is to be fireproof throughout. House will play pictures.

"U" Executives Back

Ted Schlanger, sales director, and Fred J. McConnell, sales manager of short product, for Universal, returned to New York Friday from New Orleans, where they had gone to confer with the Schlanger interests on Universal representation in the gulf coast section.

Ralph B. Williams, southern sales division manager, accompanied them to New York. Announcement of the arrangements consummated during their trip probably will be made later.

"Marked Money"

Pathe

Directed by Spencer Bennett
Story by Howard Green
Featuring Junior Coughlan with Bert Woodruff and George Duryea.

GOOD DRAMA DIRECTED BY PATHE'S FAMOUS SERIAL DIRECTOR. HAS A BANG-UP FINISH AND HOLDS THE INTEREST THRUOUT. THE KIDS WILL LOVE IT AND THE OLDER ONES WILL TAKE THE KIDS.

Junior Coughlan is the boy who causes all the trouble, because when his father died he requested Capt. Fairchild, (Bert Woodruff), to take care of him and the \$25,000 he had saved for the child's education, etc. There's a gang of thieves after this booty and the action of the picture concerns the foiling of their plans by Junior and the happy ending whereby the aviator hero is finally accepted by the retired sea-faring captain, who always hated "those flying fools."

Coughlan is fine as is Bert Woodruff and the comedy relief is well handled by Tom Kennedy. George Duryea and Virginia Bradford do well enough as the hero and heroine of the love interest.

WEST COAST PRODUCTION NEWS

By J. HARRISON EDWARDS

There seems to be a renewed activity around most of the major studios, due to their untangling a lot of difficulties recently encountered with talking pictures. The plants are by no means running capacity, but more productions are scheduled for early shooting at this time than at any time for the past six months.

Spot News

Fox, through an arrangement with Paramount, that gives them a participation in the services of Nancy Carroll for a certain number of pictures, has assigned this popular young player to the feminine lead in "The Great White North" which will have an early production on under the direction of Charles Klein. . . . The first Fox Movietone production with the celebrated negro actor Charles Gilpin, will be from the pen of Walter Weems, former black face comedian in vaudeville and will be known as "Lonesome Road." Gilpin arrived in Hollywood today. . . . Tom Geraghty will write the titles for "Naughty Baby" the Alice White vehicle to be released by First National and directed by Mervyn LeRoy. . . . Raoul Paoli, one of Europe's champion athletes, has an important role in the Fairbanks picture "The Iron Mask." . . . James Tingle will direct George O'Brien and Lois Moran in a Fox production titled "False Colors." . . . Leatrice Joy has been signed by Fox to play opposite Victor McLaglen in an untitled picture to be directed by John Ford.

Pickford Undecided

Word comes from the coast that Mary Pickford is undecided about making a "Movie-talkie" version of the New York stage success "Coquette."

It is thought that it would be inadvisable for her to portray the part of a girl that commits suicide.

Doraine to Marry

Lucy Doraine, ex-wife of Michael Curtiz, director, and one time leading woman in pictures has announced her engagement to Dr. Richard Riethmuller of the staff of oral surgery at the University of Southern California. Miss Doraine obtained her divorce from Curtiz in Europe.

Margaret Mann for Vaudeville

Margaret Mann, sixty year old star of "Four Sons," whose contract with Fox is about up, has decided to make her stage debut in vaudeville. She will visit Aberdeen, Scotland, to see a sister living there, before starting on her vaudeville career.

Goldener With F. N.

Abe Goldener, former film man of Paramount and first National in Michigan is now connected with Jules Levy's First National office in the New York territory.

Now IN OPERATION *the World's Largest Studio*

LEGEND	
1 ADMINISTRATION BLDG.	11 AIR-CONDITIONING BLDG.
2 PROJECTION ROOM	12 POWER HOUSE AND REFR.
3 RECTICAL HALL	13 REFRIGERATION MACHINE
4 CUTTING RM. & TEST LAB	14 AIR CONDITIONING BLDG.
5 SOUNDPROOF STAGES 7&8	15 CARPENTER SHOP
6	16 DRAPEY
7 FAN ROOM	17 TRANSPORTATION BLDG.
8 ORGAN BLOWER ROOM	18 GENERATOR BLDG.
9 SOUNDPROOF STAGES 9&14	19 COOLING TOWER
	20 ELECTRIC BLDG.
	21 PAINT SHOP
	22 PROF. DEPARTMENT
	23 DIRECTOR'S OFFICES
	24 GARAGE
	25 PARKING GROUND
	30-31 VAULT

FOX MOVIE TONE STUDIO
FOX HILLS
LOS ANGELES CAL.

Movietone City—Home of **FOX**
TALKING FILM

In This Issue Carl Laemmle Tells "What's Right With The Movies"

DAILY REVIEW

EXHIBITORS

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 100

New York, Tuesday, October 30, 1928

FIVE CENTS

Critics

Somebody told the admirable Robert Sherwood, the motion picture's severest pal and most amiable critic, that "expert showmen say that all a critic is called upon to do is to review and report rather than criticise" and he retorts, "They are talking nonsense and they know it."

* * *

Nonsense is right and what expert showmen have said or are saying it? The views of the proper province of a motion picture critic are almost as varied as the number of persons who hold views about critics. There are some points of agreement among showmen and one of them is this:

A critic for the daily newspaper is serving his readers best when he gives them a clear idea of the nature and quality of a picture so that they may be advised of good fun, good tragedy or other good entertainment or warned away from the waste of time in seeing poor stuff.

* * *

The chief problem of the critic—is critic he be on the foregoing appraisal plan—is to be able to figure what entertainment will and what will not delight the reading public he is writing to. If he appraises well and guesses with judgment he stands out as a desirable scribbler for his paper and is beloved of his public. If he socks a good picture he unwittingly misinforms that public and if they see the picture and like it they put him down as a numb wit.

* * *

For Mr. Sherwood his own formula is undoubtedly best and it is this: "All that a critic in any branch of art is called upon to do is to shout forth his own private, personal views and opinions, and the more loudly he shouts them the better and more useful a critic he will be." For less competent holders of opinion than Mr. Sherwood the formula is not so Jake. We know daily newspaper critics of motion pictures whose opinion isn't worth reading.

* * *

"You have a good motion picture," said a man to a great producer. "Who says so?" asked the great producer, and with this question he drove into the midriff of the subject of critics. "Who says so" is important. If Sherwood says so we listen.

ARTHUR JAMES.

SEX HYGIENE PICTURES BRING CENSORSHIP MENACE

DE FOREST VICTOR IN U. S. SUPREME COURT ON OSCILLATING TRANSMITTER

The United States Supreme Court yesterday decided a suit brought by De Forest Radio Telephone & Telegraph Co., against the Westinghouse Electric & Manufacturing Co., involving a feedback patent on radio oscillating transmitter, which is an adjunct sometimes incorporated in talking pictures to increase volume, against the Westinghouse Co.

Westinghouse was represented by John W. Davis and Dr. De Forest by Charles Evans Hughes and Darby and Darby.

The device on which the patent suit was fought, is now used generally in broadcasting, by building up volume through regeneration.

De Forest, Edwin Armstrong and two others originally filed applications for patents on this device, but De Forest's, not being properly protected, patents were granted to Armstrong who assigned his patents to Westinghouse.

Law suit followed law suit in different courts, until the District of Columbia courts sustained De Forest's contentions and now finally the U. S. Supreme Court. The Radio Corporation of America has already been licensed by both Westinghouse and De Forest for use of this transmitter, and if Westinghouse had won, it is believed a monopoly would have been set up.

Pettijohn Appeals For 100% Clean Screens

Purveyors A Disgrace

So called Sex Hygiene pictures are creating a furore in the business owing to the imminence of adverse legislation as a result of their use by theatres.

In Minneapolis a local leasure is being introduced into the councils to ask for censorship regime and this is due to the showing of several sex hygiene pictures in some of the larger chain groups and not by small exhibitors.

(Continued on page 2)

De Forest- Movietone Suit Set For Nov. 20

The De Forest Movietone suits against the Fox-Case Corporation, which has yet to come into court, will now get its first hearing on November 20th, which is the arbitrary date set by both sides.

Darby & Darby are representing De Forest in this suit.

Ade Story for Meighan

Thomas Meighan, who recently joined Warner Bros., as a Vitaphone star, left New York today for French Lick where he will confer with George Ade on a suitable manuscript to serve as Mr. Meighan's first Vitaphone vehicle.

Election Possibilities

This is the earliest in any political campaign to date that motion picture theatres have begun to exploit the possibilities of election night to the theatre.

In many first-runs throughout the city, slides, placards and one sheets are already announcing the flashing of election returns on the screen of the theatre, inviting patrons to spend the evening in a comfortable seat, while the national returns come in.

Exhibitors who hop to this early are going to cash in, as the intense interest displayed in this election exceeds that of any in the past 50 years.

WARNER-SHUBERT \$1,000,000 DEAL

Warner Brothers, it became known yesterday, are dickering with the Shubert Theatrical Enterprises for the film rights to some 30 stage dramas and musical comedies, produced by the Shuberts, in former years. The annual royalty for use of such a group of plays is expected to exceed \$1,000,000.

It is probably that any arrangement which may be worked out will include exhibition privileges at Shubert houses.

BIG WORLD WIDE UFA-U. S. CONTRACT

Following negotiations between the representatives of the World Wide Pictures, and the UFA Pictures, a deal was yesterday closed whereby World Wide will distribute UFA productions hereafter in the unsold territory of the U. S. and Canada.

On behalf of UFA, papers were signed by Kurt Hubert and F. Wynnee Jones, while Alexander S. Aronson, J. D. Williams and Jos.

(Continued on page 2)

Eastman Kodak to Market New Talkies in 2 Months

TONEFILM PERFECTION DUE TO WEIN TUBES

TONEFILM uses no batteries, the entire power for its system being supplied by electric wires which operate through tubes manufactured by the TONEFILM Company.

These tubes are the invention of Mr. S. Wein, who is also the inven-

(Continued on page 2)

Rochester — Reports are filtering through that the Eastman Kodak Company is preparing to put on the market a new talking picture process shortly which will be distributed through the Radio Corporation of America.

Eastman Kodak chemists have been working on the device for some time and expect to put their O.K. on it before Christmas.

The Eastman Theatre has already received a franchise for the new

(Continued on page 2)

DAILY REVIEW

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London Office and Correspondent: Samuel Harris, "The Cinema," 80-82 Wadour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digests, 259 Spadina Ave., Toronto, Canada



New York; — Dave Bader, Ted Schlanger's able assistant up at Universal, did a lot of driving over the week and proudly announces that he did not have even one debate with a traffic officer. . . . Watterson Rothaker, fresh from a long vacation in Italy, arrived in New York Sunday morning and plans to remain here until after the Horse Show. . . . Eddie Klein and George Harvey staged a parade down Broadway, one with a British flag and the other with an American, finishing up at the Motion Picture Club where the flags form a background for the magnificent Sam Harris trophy which is on exhibition. . . . Jack Bachmann, who has been here for the past two weeks looking at plays for Famous Players, will leave Thursday for the coast, and New York still looks good to him. . . . Paul J. Swift, sales manager of Vitaphone, is making a long stay in Dallas, Tex., getting the new exchange in good working order. . . . Charles Stumar, star cameraman and John Surtees, assistant director, arrived from the coast yesterday to join Director Levigard who will make pictures in Europe for Universal. . . . Artie Stebbins leaves for the coast tomorrow for a lengthy stay, and during his absence the fine Italian hand of Assistant Treasurer Jim Normanly, will be affixed to all Motion Picture Club checks. . . . J. J. McCarthy, now located in Los Angeles for Fox, is in New York for a couple of weeks and is stopping at the Plaza, feeling fine and hearty. . . . R. S. Bell, First National's district manager for Canada, with headquarters in Toronto, is in New York conferring with Ned Depinet and other First National officials. . . . W. E. Galloway, Southern district manager for First National, who has been traveling over his territory for the past two weeks, is expected home in a few days. . . . Phil Goldstone has started his first Tonefilm picture at the Metropolitan studios at Fort Lee.

"What's Right With The Movies"

(Eighth of a Series by Industry's Leaders)

By CARL LAEMMLE
President, Universal Pictures

One of the best ways I know to find out what's right with a proposition is to look first at the things which may be wrong. Using this method of getting at the film business, let's ask ourselves,

ARE RETURNS TOO SMALL?

Well, I know of no other line of business where an equal amount of work and brains will bring better returns. I have heard the automobile industry cited as an example of easy money. If you believe this, ask the man who's in it. He'll tell you he has had to sweat blood to get anywhere at all in his business—and he's always worrying lest the bottom drop out of his market overnight. If you do succeed in finding some line of work that brings safer profits than the movies, you will also find that it has been established from two to ten times as long as our industry.

IS THE WORK TOO HARD?

Of course it's hard. It is an industry demanding constant application and a complete disregard of working hours. It is a business of hustle, jump and action. It is a job of scheming, planning, looking ahead, trying to out-think the other fellow with new plans and new

improvements. But it is also a business of glorious thrill, of tingling excitement, of immeasurable pleasure in achievement. What other work would give us the "kick" we get out of this?

IS THE INVESTMENT RISKY?

Someone who gets fat on statistics has dug up the fact that the percentage of failures in the moving picture business is less than the length of a gnat's eyelash when compared with that of any other big line of business. Think back over all the years you have known of this industry — how many downright financial failures can you remember? A New York banker recently told his fellow bankers that he considered the producing and distributing end of the business the safest thing he ever investigated, because the producer and distributor still own what they sell.

IS THERE A CONSPIRACY?

Great complaint is made because foreign countries are passing special laws against American pictures. I have never been seriously afraid of such artificial barriers to trade. I am sure the only thing that can give us a severe trouncing in the film markets of the world is better pictures — and no other country has made them yet.

ARE STORIES HARD TO FIND?

Of course they are. Nearly everything that goes to make up a good picture is hard to find. If they were easy to find anyone could take our jobs away from us in a flash. Good stories are hard to find, but they are not dying out. As a matter of fact more good authors and thinkers are devoting their efforts to the improvement of screen story technique today than ever in our history. The best stories are still to be written. The best pictures are still to come.

ARE THE "TALKIES" A CURSE?

Temporarily they are a terrific problem for everybody. No man is wise enough to know whether they are a permanent thing or a passing novelty. But while there is any demand at all for them, we've got to have them. That means you and me and everybody else. The fact that we've got to solve new technical problems is only another hard job, but it is by no means the hardest we have ever had to tackle. One step at a time will take care of us.

So, suppose we look at the doughnut instead of the hole. Suppose we hitch up our trousers and get ready for the era of additional prosperity which will be ours if we pave the way for it and deserve it.

Sex Hygiene Pictures Bring Censorship Menace

(Continued from page 1)

C. C. Pettijohn, general counsel of the Motion Picture Producers and Distributors of America in speaking on this subject yesterday said:

"The most unfit pictures are the so called sex hygiene pictures, none of which are made by any of the producers regularly engaged in the production of motion pictures. The funny thing to me is that these pictures portraying the human body—not for educational purposes and most certainly not for entertainment purposes—are all endorsed by doctors, clergymen and so called social uplifters, who have a peculiar complex that these pictures have a wholesome, moral effect on the youth of the land. In 46 of the 48 states there are statutes providing for the punishment upon conviction of any individual who has any part in the distribution or exhibition of a filthy, immoral or indecent picture.

"The states do not need and if they knew would not want censorship. The people who have these few pictures that are a disgrace to the business are afraid to run them in a state that does not have censorship. They are afraid of the state laws. They make their big money in the towns and municipalities where they can get permits from Censorship Boards to protect them from those statutes and those are the places where they sell and exhibit that type of picture, much to our disgust."

Tonefilm Perfection Due to Wein Tubes

(Continued from page 1)

tor of the Wein tube used in Television. The advantages claimed by TONEFILM in perfection of tone quality and cheapness of operation are due to these tubes which eliminate batteries and give a more stable and powerful current, thus eliminating the base vibrations that are found in so many systems when reproducing the human voice.

This is another reason for the claim made by TONEFILM, that once its equipment is properly installed (and all installations will be made by the TONEFILM Company) that their equipment will give less trouble and be operated with less expense than any other talking equipment on the market.

Eastman Kodak Markets Talkies in 2 Months

(Continued from page 1)

RCA Photophone which will be in operation here for the next few weeks. It is asserted the new Eastman patents will harmonize with the film rights for the Photophone, although this is not definite.

New York — E. C. Boucher of RCA Photophone said yesterday that he knew nothing about this deal and that there wasn't anything on as far as RCA was concerned. He did think that the new Eastman device concerned a talking picture outfit for the home, and whatever report has come from Rochester he knew of no RCA hook-up with it.

William Rubin Dead

William Rubin, prominent attorney, real estate owner and interested in the amusement business, is dead of apoplexy at his home in Syracuse, N. Y.

He was a senior brother of J. Robert Rubin, vice president and general counsel of Metro-Goldwyn-Mayer. The late Mr. Rubin was well-known to many motion picture people of importance and was esteemed as a man of high character, marked ability and possessed of personal qualities which included a rare kindness and a capacity of friendship.

\$3. P-F-L Dividend Rate Expected

Wall Street's financial experts are prophesying a bright outlook for Paramount. Interest in the prospects of the company are increasing as the time of the dividend meeting draws near.

Paramount Famous-Lasky directors will meet on November 12 and it is expected that the new common stock will be placed on a \$3. basis at that time.

Big World Wide UFA—U. S. Contract

(Continued from page 1)

S. Skirboll O.K.'d the deal for World Wide.

This complete North American distribution, which is in addition to the territories now being handled by Brill Distributing, will make the entire product of the UFA studios available to the public of this country.

Climb Aboard With Success!

No. 610—Straight from the Shoulder Talk by Carl Laemmle,
President of the Universal Pictures Corporation.

UNIVERSAL PLUS PAUL WHITEMAN AND HIS WORLD-FAMOUS
jazz orchestra! Silent and sound!

UNIVERSAL PLUS "THE CLIMAX," THE FAMOUS PLAY BY EDWARD
Locke. Silent and sound!

UNIVERSAL PLUS "BARNUM WAS RIGHT," THE FAMOUS PLAY BY
Philip Bartholomae and John Meehan. Silent and sound!

UNIVERSAL PLUS RING LARDNER'S "YOU KNOW ME AL," THE
slang classic of the century. Silent and Sound!

UNIVERSAL PLUS "THE MINSTREL SHOW," PLUS EDDIE LEONARD,
the beloved minstrel man. Silent and sound!

UNIVERSAL PLUS "SHOWBOAT," THE GREATEST BOX-OFFICE PROP-
erty in the business. Silent and sound!

UNIVERSAL PLUS "BROADWAY," FAMOUS PLAY OF THE METROPO-
lis by George Abbott and Philip Dunning. Silent and sound!

UNIVERSAL PLUS "THE BARGAIN IN THE KREMLIN," THE MIGHTY
story by Sir Philip Gibbs, with Joseph Schildkraut. Silent and sound!

UNIVERSAL PLUS DENNIS KING, THE STRONGEST-PULLING STAR
Ziegfeld ever had. Silent and sound!

THESE ARE ONLY A FEW OF THE GLORIOUS THINGS IN STORE FOR
you if you tie up with the fastest-moving organization in the fastest-moving business in
this most excellent world!

THESE ARE ONLY A FEW OF THE NEWEST SURE-FIRE MONEY-MAKERS
the Universal has clinched for you in the face of the stiffest kind of competition.

UNIVERSAL IS STEPPING OUT AS NEVER BEFORE. IT IS LETTING
absolutely nothing stand in the way of putting you ahead of the times—of giving you
the world's very best—of seeing that quality reigns supreme!

UNIVERSAL IS NEGOTIATING STILL MORE DEALS WHICH WILL AS-
tonish the theatre and moving picture world. It is mapping out its program so far ahead
that it will be able to give you the cream of the cream in both silent and sound pictures.

UNIVERSAL WILL BE SATISFIED WITH NOTHING LESS THAN UNDIS-
puted leadership in the show world.

WATCH UNIVERSAL GO! AND WHILE YOU'RE WATCHING, TIE UP
with it as tight as you can!

What's **RIGHT** *with the* **Movies?**

"I don't know about you, Old Timer, but **EVERYTHING'S** jake with me.

"What kick have I got coming when I've just finished a two-week run of Colleen Moore in 'Lilac Time', with the old house record taking it on the chin both weeks!

"You can afford to give cynics the razzberry when you can play attractions like Corinne Griffith in 'Outcast', 'The Whip', 'Waterfront', Billie Dove in 'The Night Watch', 'Companionate Marriage', Milton Sills in 'The Crash' and Ken Maynard in 'The Glorious Trail'—all within as many weeks.

"And you just naturally can't help feeling that show business is one sweet racket to be in when you're sitting pretty with coming shows like Corinne Griffith in 'The Divine Lady'; Milton Sills, Dorothy Mackaill and Betty Compson in 'The Barker'; 'Show Girl' with Alice White; and 'The Haunted House' with a nine-star cast—all dated up for weeks to come.

"I don't have to worry about Sound. I'm set with 26 talkies from First National, and 11 more with sound effects.

"Stars? Every First National picture I play carries more money names than I can find room for on my marquee.

"And what a future to look forward to when you've signed for Colleen Moore in 'Synthetic Sin', Corinne Griffith in 'Saturday's Children', Richard Barthelmess in 'Scarlet Seas', Billie Dove in 'Adoration', 'Stranded in Paradise' with Milton Sills and Dorothy Mackaill, and Alice White in 'Naughty Baby'.

"Yessir, if you're asking me I'll say that First National Pictures are What's Right with the Movies

"Right?—H - - I, they're PERFECT!"



In This Issue Lou B. Metzger Tells "What's Right With The Movies"

DAILY REVIEW

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 101

New York, Wednesday, October 31, 1928

FIVE CENTS

Joyful Sound

Tiffany-Stahl's first picture ambassador to the Embassy sounded on last night at the theatre recently blessed with Columbia's "Submarine"—to a piping business. The new delighter, "The Cavalier," is an all-star romantic drama with a Reisenfeld score that is as pashly ardent as a Strauss waltz and what with its R.C.A.—right on the film—sounding, it is the best musical offering in that playhouse since the "Merry Widow." That was, by the way, with an alive and hard-working orchestra.

* * *

"The Cavalier's" cast is heroined by Barbara Bedford, a comely baggage, and then besides Richard Talmadge there are Stuart Holmes—comic heavy—David Torrence—heavy heavy—and Nora Cecil. Talmadge in all his dangerous exploits is astoundingly good but the big gizzard parts his hair in the middle and wears a bandeau over his brow that makes him look like something knocked off a birthday cake. Yet and nevertheless and notwithstanding, the picture lives it down and provides a well-seasoned dish of Spanish romance, garnished with melodrama and served with exciting speed. And the synchronization sounded good to us and to the starch-fronted first-night audience.

* * *

Speaking of audience—just think—less than two years ago we called 'em spectators!

* * *

Plans for the Anglo-American dinner are ripening and an active committee is shaping the affair along big league lines—as might be expected. The awarding of the Sam Harris cup to the male or female who has done most to promote international film amity between America and Britain, is still keeping the guessers guessing. If it were not for embarrassing the committee (which, strike us pink we would certainly avoid) we would trot out our choice for the honor and print his name in bold face type. If the committee is at all interested in our vote we shall be glad to oblige in camera sotto voce, q.t. and snub nosa.

* * *

Henry King's most recent which arrives on Friday, November 9th, at the Rivoli is called "The Woman Disputed." An inquisitive asks: "Does it mean she was or she did?"

ARTHUR JAMES.

"INTERCHANGE ACCORD PROMISES RETURN TO NORMALCY" - POWERS

Court Grants P-F-L Delay In Robertson—Talkie Case

RCA's - NEW TALKIE PROJECTOR READY

The RCA Photophone, who have previously been reported by Exhibitors Daily Review as secretly engaged in the production of a new talking picture projector which would be a standard single-unit outfit, not dependent on separate attachments, has finally completed the new model.

This machine has been installed in the Eastman Theatre in Rochester and is awaiting a try-out test, at the concluding of which it is expected that the company will start manufacturing quantities for delivery to all theatres already licensed and to be licensed by Photophone.

G. E. PHOTOPHONE BEAM NOT FOR TALKIES

The General Electric Company demonstrated at Atlanta, Georgia, this week, the turning of light beams into music with Photophone equipment, at the will of the operator.

The device utilized the photoelectric tube, electric pick-up and new amplifiers and sound reproducers.

This "stunt" sending over a light

(Continued on page 2)

Final Argument on Nov. 7—Restraining Order Stands

Detroit — Paramount attorneys yesterday requested a temporary adjournment of the final arguments which were to be heard here yesterday in the Circuit Court, on the temporary restraining order obtained by the James N. Robertson Enterprises against Paramount and several other distributors, which forced them to

(Continued on page 2)

6000-SEATER FOR STANLEY-NEWARK

Irving D. Rossheim, president of the Stanley Company of America, yesterday announced the acquisition by the Stanley-Fabian Corporation, a subsidiary of the Stanley Company, of a site in Newark, New Jersey, upon which there is to be erected the largest, best appointed and most beautiful theatre in the State.

The plot, located at 878-880 Broad Street, covers an area of more than 50,000 square feet, and the de luxe theatre to occupy this site, and to be known as the "Stanley," will have a seating capacity of 6,000. The plot and building upon completion will represent an investment of approximately \$4,500,000.

Cinephone Prepared For Rush of Business As Anxiety Decreases

Commenting on the statements made by E. E. Boucher of R.C.A. Photophone, and J. E. Otterson of Western Electric Company, on the question of "interchangeability," P. A. Powers of Cinephone yesterday stated:

"The declarations of Mr. Boucher and Mr. Otterson on the subject of 'interchangeability' will have a most gratifying effect in settling much of the chaotic condition of the motion picture business."

"The disordered condition of the industry, caused by the sudden popularity of the sound picture, has affected the entire business, from the box office to the studio. And the greatest single item in the general disorder has been due to the anxiety of the exhibitor to be assured freedom in the selection of product.

(Continued on page 2)

GOODMAN SLATED FOR R-K-O PRESIDENCY

Maurice Goodman of Lehmann Brothers and also a Vice President of the Keith-Albee-Orpheum Circuit, who played an important part in the sale of K-A-O to the Radio Corporation of America and associates, will become president of the new company which has been formed, the Radio-Keith-Orpheum Corp., according to those close to Lehmann Brothers.

H. M. Warner On Coast

H. M. Warner, president of Warner Bros., has arrived in Hollywood from New York. He will spend several weeks in the film capital conferring with J. L. Warner on details relative to the completion of the company's current schedule of pictures.

Hoagland With Univ.

Carleton Hoagland has been engaged by Universal to act as contact man, working out of the home office, for all Movietone people in the East. He will handle people from the legitimate and vaudeville stages.

NOW GET AFTER THIS ONE!

Exhibitors Daily Review again records itself as against the Hudson Motion Picture Bill and calls on other papers published in behalf of the industry to take a similar position. Canon Chase, who is organizing the propaganda in behalf of this bill, which he has announced he is sponsoring, is arranging for a ballyhoo party in Washington, November 20th, for the purpose of boosting the measure.

Officially this is House Bill 13686, and it is the most radical measure ever offered to the Congress, which affects the motion picture industry.

It provides for the creation of a Commission with power to control, regulate and dominate the whole industry—producers, distributors and exhibitors. It includes the salient features of not only the Brookhart Bill, with which the industry was confronted at the last session of the Congress, but also those of the important Anti-trust Laws, the Federal Trade Commission Act, and certain portions of the Interstate Commerce Commission Act, and concludes with provisions for national censorship.

Tomorrow we will present further facts concerning this bill.

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

ARTHUR JAMES, Editor
W. R. WILKERSON, Publisher

Abraham Bernstein, Managing Editor; Herman J. Schleier, Business Manager.
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Joe Blair, West Coast Representative, 1255 Taramind Avenue, Los Angeles (Phone Hempstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema," 80-82 Wardour St., London, W. 1.

Canadian Office: Canadian Moving Picture Digests, 259 Spadina Ave., Toronto, Canada.



New York;—Teddy Kessler, book-keeper of the Motion Picture Club, is thinking of starting a class in penmanship for the benefit of a number of club members whose signature on restaurant checks furnishes a daily puzzle . . . Mort Shaw, he of much hair and no hat, is writing titles for German made pictures for Affiliated European Producers, and I'll bet they'll be good . . . John Humm has been named chairman of the chess committee of the Motion Picture Club and is now hunting for enough talent to build up a tournament . . . Eddie Halperin is enthusiastic over reports from the coast of the progress of his new picture, now in production, the title of which is "She Goes To War" and is built on a story dealing with the woman's angle of the great war . . . Tommy Meighan has gone to French Lick to meet up George Ade and the two of them will try to find a story for Meighan's next picture . . . Major Bowes will appear in person and on the Movietone screen at the Capitol next week, the occasion being the Ninth anniversary of the big Broadway house, and a big anniversary party will be on all week . . . Al Aronson, European representative of World Wide Pictures, who has been here in conference with J. D. Williams and Jos. Skirboll for the past three weeks, sails today for France . . . J. Robert Rubin, of Metro, was called to Syracuse yesterday by the death of his brother William Rubin a prominent attorney with many friends in the film industry . . . Mary and Doug, after a short and quiet stay of but a few days, left Sunday night for the coast, and the hunch is the trip east was chiefly for the purpose of being entertained by the President and Mrs. Coolidge . . . Marshall Nielan, who has been in New York for the past three weeks framing up a lot of big new business, is leaving on the Century this morning for the coast . . .

"What's Right With The Movies"

(Ninth of a Series by Industry's Leaders)

By Lou B. Metzger

General Manager, Universal Pictures

You bet the movies are all right, and they are getting better right along. We still have a lot of very cheerful and profitable improvements to look forward to. One very hopeful sign, too. I know a great many of them will be brought out by your very interesting symposium.

One very hopeful sign to me of the splendid solidity of this industry and its progressive spirit is the way it has taken hold of and adapted this newest invention, talking pictures. When the radio came, some industries not so virile as ours, might have caved in. But the movies didn't even make a whimper. It went right ahead and assimilated radio. It assimilated it so well that the radio method of amplification became the basis of the talking picture invention which has caused as great a revolution as ever engulfed an industry. My admiration has been excited by the way the industry rose to the opportunities rather than staggered under a blow.

Talking pictures may not be the greatest possible invention for moving pictures; many others may come later which will be even more important. Nevertheless, I would like to draw a picture of the interest and the benefit which have followed the acceptance of talking pictures.

In the first place, it has been a great stimulation to theatre business, and anything which will result in a stimulation of this character is splendid and is to be encouraged. Talking pictures have attracted a great many who have never been to the theatre or who have for any reason interrupted their theatre attendance.

In the second place, talking pictures have done a great deal not only for the country at large but for the small town exhibitor. It has brought to the small town exhibitor a potentiality which he can share with the Roxy, the Capital, the Paramount, in proportion to his attendance figures. In a short time there will be available to him syn-

chronization and sound accompaniments which, within his own limitations, will permit him to present the same things which Roxy presents in his theatre. This will make for a great deal more enjoyment on the part of moving picture patrons and should make for many more moving picture patrons for the small town exhibitor as well as virtually bringing the small town theatre on a par with the big town theatre.

The movies, more than any one agency, have brought contentment to the rural communities and to the smaller cities outside of metropolitan areas. With improvements which have come and which will come, moving pictures will bring a unity of thought and living and of enjoyment to the whole of the United States which it has never enjoyed before and which it never could enjoy because of the lack of this one unifying medium.

A business which can produce such an essential as that cannot help but be right.

Court Grants Delay In Robertson Case

(Continued from page 1)

deliver sound accompaniment to Robertson, on all pictures he had so contracted for.

The Court set a new date of November 7th and the restraining order still stands, according to Robertson, who O.K.'d the request for adjournment.

New York — Paramount Famous-Lasky Corp., who had been forced to deliver sound records to Robertson's theatres on "Warning Up," yesterday stated that the postponement of final argument on the mandatory order, was arranged, for mutual convenience. They said further, that as far as Paramount was concerned, there was no restraining order bothering them, since Robertson, who had no need to apply for a court order against other distributors with whom he has contracts for sound pictures, picked out someone with whom he had no contract for sound, and with whom he only had some sort of booking arrangements.

Levigard Sails For Foreign "U" Production

Joseph Levigard, Universal director, arrived in New York Saturday en-route to Germany where he will make pictures for Universal at their studios there. He planned to book passage for the return trip of the dirigible Graf Zeppelin, but the craft departed before it could be arranged. He sails on the Columbus to-night at midnight. He is accompanied by Charles Stumar, cameraman, and Robert Surtees, assistant.

Before commencing his first production, he plans to visit his home in Frankfort, Germany. While there he will accept the invitation of his Alma Mater, Geissen College, to receive a special degree.

Interchange Accord Promises Normalcy Return—Powers

(Continued from page 1)

"This was a most natural anxiety. To be limited in the matter of bookings meant a permanent box office handicap and business caution demanded hesitation until all doubt of freedom in film and equipment selection was settled by definite declarations on the question of 'interchangeability'."

CINEPHONE CONFIDENT

"That there never was any doubt in my mind on the ultimate answer to this question is evidenced by the research and laboratory work on Cinephone which has gone forward without interruption for the past three years. Manufacturing activities were put into full operation several months ago but appreciating the mental attitude of the exhibitor practically no effort has been made to sell equipment beyond entering into distributing agreements with qualified sales organizations in a number of important territories.

"Now that the atmosphere has been clarified and the exhibitor's doubt on 'interchangeability' dispelled, we may expect the industry to return to normalcy in bookings, equipment, and healthy competitive business policies.

HERE TO STAY

"No one doubts that the sound picture is here to stay. With this as an accepted fact there remains only the matter of proper installations to satisfy the demand for sound pictures and the free selection of product to meet competition, to put the industry back on a well ordered business basis.

"There remains, of course, only one other question. The question of patent protection. But, speaking for Cinephone, this need not concern the exhibitor nor the producer, as a clause in our contracts protects the licensees from liability in all

questions of patent rights.

"This clause reads:

"Cinephone agrees that subject to the provisions hereof, it will at its own expense defend any and all actions and suits which may during the term hereof be brought against the Exhibitor for infringement of patents or license agreements by reason of the use by the Exhibitor, for the purpose and in the manner contemplated by this agreement, of apparatus and equipment furnished by Cinephone hereunder, and will pay or satisfy all judgments and decrees for profits, damages and/or costs which may be finally awarded against the Exhibitor by the Court of last resort in any such action or suit on account of any such infringement, provided that the Exhibitor shall give Cinephone prompt notice of such action or suit, full information and all reasonable cooperation in connection therewith and full opportunity to defend the same, and provided further, that this agreement shall not extend to any infringement or claim of infringement from the use of any of said equipment in combination with any apparatus or thing (not including films or records of Cinephone's licensees) not furnished by Cinephone, and that the liability of Cinephone under this agreement shall in no case exceed the total amount paid hereunder by the Exhibitor to Cinephone."

G. E. Photophone Beam Not For Talkies

(Continued from page 1)

beam is reputed to be 45 years old, first invented by Emile Berliner and called by him Photophone, in 1885. It has no relation to the RCA Photophone talking picture development, which transmits light into sound and then reverses, and is not intended for movies, according to RCA Photophone officials.

TONEFILM

THE STANDARD
TALKING PICTURE MACHINE
OF THE WORLD

CAUTION! EXHIBITORS

DO NOT BUY A MOTION PICTURE TALKING
DEVICE OF ANY MAKE UNTIL YOU HAVE HEARD
IT PLAY—

THERE IS A VAST DISTINCTION BETWEEN
SOUND AND MUSIC—BETWEEN CHATTERING
NOISES AND CLEAR CONCISE CONVERSATION
NECESSARY TO BUILD COMEDY AND DRAMATIC
SUSPENSE—

AND WHEN YOU HEAR A METROPOLITAN
ROADSHOW SPECIAL OR A METROPOLITAN
SHORT SUBJECT PRODUCED BY PHIL GOLD-
STONE OR A TALKING PICTURE PRODUCED BY
ANY OTHER COMPANY PLAYED ON TONEFILM
YOU WILL HEAR THE BEST IN MUSIC AND VOICE
REPRODUCTION—THE BEST IN MECHANICAL
PERFECTION OF ANY MACHINE ON THE MAR-
KET—

INSTALLED ON A BASIS THAT EVERY EXHIB-
ITOR CAN AFFORD———AND IMMEDIATE IN-
STALLATIONS, TOO.

TONEFILM
CORPORATION

ALFRED WEISS

President

THE STANDARD TALKING PICTURE MACHINE OF THE WORLD.

Fox Movietone Program Hits Peak

12 Dialogue Features And Shorts Shooting At Movietone City

By W. R. W.

With twelve talking pictures in production at its two studios in California, Fox Film Corporation now has the most ambitious schedule of talking films ever undertaken since the development of Movietone disturbed the placid routine of silent pictures.

The feature films that are in process of production are as follows:

"The Valiant," in which Paul Muni, noted stage star imported from Broadway, will soon begin his first talking picture under the direction of Marcel Silver, first Movietone director.

"North of Dixie," in which Charles Gilpin, noted negro star, is now at work as the vehicle for his debut on the audible screen. This feature, which will have an all-colored cast, is taken from Walter Weems' stage work, "Lonesome Road," and is being directed by Paul Sloane.

"Friendship," written and directed by Eugene Walter, starting this week with a cast that includes Sylvia Field, Donald Gallaher, Clifford Dempsey, and Lumsden Hare.

"Through Different Eyes," a Movietone version of a stage play by Milton Herbert Gropper, in which Mary Duncan will appear in her first talking picture, with Conrad Nagel in the leading male role.

"The Ghost Talks," just completed by Director Lew Seiler, is an adaptation by Frederick Hazlitt Brennan of a stage play, "Badges," by Max Marcin and Edward Hammond, and has the stage stars Charles Eaton and Helen Twelvetrees in the cast, together with Carmel Myers and Earle Foxe.

"In Old Arizona," an all-dialogue feature picture, is being finished this week. Directing has been done by Raoul Walsh and Irving Cummings.

Talking Shorts

The talking shorts will use within their briefer compass the same Movietone resources as the longer features, employing the dialogue and sound reproduction methods which have already given to such two reel pictures as Charles (Chic) Sale's "Marching On," a high standard in this form of entertainment. They comprise the following:

"Napoleon's Barber," a three reel comedy adapted from the one-act stage play by Arthur Caesar, and has in its cast Otto Matiesen as Napoleon.

"The Diplomats," with Clark and McCullough, famous musical comedy stars, now being directed by Norman Taurag. This comedy was written by Arthur Caesar and Bobby Clark.

"In Dutch," the next vehicle for Clark and McCullough, with Taurag directing. This is an original story written by Paul Gerard Smith.

"The Ring," another Clark and McCullough offering, to be directed by Harry Sweet, erstwhile gag man and comedian.

"Dream House," nearly completed with David Rollins, Nancy Drexel, William V. Mong and Ralph Fitzsimmons in the cast.

"The Cornet Rehearsal," with George Bickel, of the famous footlight comedy team of Bickel and Watson, in a leading role for this story by Sidney Lanfield and William K. Halligan.

Johnston-Pearson Conclude Deal For 12 International Specials

Wesley Ruggles Next

As soon as Paul Scofield finishes the continuity of "The Haunted Lady," Wesley Ruggles will start directing it, with Laura La Plante in the featured role. On completing this story, Ruggles will next direct Mr. and Mrs. James Gleason in an all-talkie, "The Shannons of Broadway."

Sherman As Butler

Lowell Sherman is playing the role of the suave butler in the M-G-M production of "The Last of Mrs. Cheney." Thus far, Sherman and Norma Shearer are the only two players to be assigned to parts in this picture.

Buchanan For Movies?

It is rumored that Carl Laemmle is trying to persuade Jack Buchanan, of Charlot Revue fame, to accept a contract to make a talking picture. So far nothing has been signed.

Blue-McAvoy Again

As soon as Monte Blue and May McAvoy complete their work as costars in Warner Bros. picture, "No Defense," they will appear together in a second production to be called "From Headquarters."

Menjou In Talkie

After declaring that he positively would not appear in a talking picture, Adolphe Menjou has decided to bow to public demand and in his next production, "The Concert," he will be both seen and heard. Florence Vidor will play opposite him and Lothar Mendes will direct.

Incidentally, "Interference," which Mendes has just finished directing, is reported to be one of the best pictures to come out of the Paramount Studios this year.

Pascal Story Bought

Universal has just bought "The Charlatan," by Ernest Pascal, prominent author and playwright, and plans to feature Conrad Veidt in it—production to start immediately, with George Melford directing. "The Return of the Phantom" has been postponed to release Veidt for his part in "The Charlatan."

Gotham Releases "Head of Family"

Sam Sax, President of Gotham Productions, announces that "The Head of the Family," last on the program of 1927-28 releases, will be released November 1st.

The story, by George Randolph Chester, was adapted by Peter Milne. Virginia Lee Corbin and William Russell are co-starred. Joseph C. Boyle directed.

Trem Carr To Supervise Series—Will Make 3 In Hollywood

A contract of international importance was announced yesterday by W. Ray Johnston at a luncheon given to George W. Pearson, Managing Director of British Screen Productions, Ltd., of London, at the Motion Picture Club to meet the press.

The new contract is an affiliation between Rayart Pictures and British Screen Productions, providing for the production during the 1929-30 season of twelve special productions, nine of which will be made in Hollywood and three at the British Screen Studios at Isleworth, near London.

The contract provides for the entire twelve pictures being made under the personal supervision of Trem Carr, Director-general of the Rayart Studios organization, who will go to London to supervise the British made pictures.

Production of the first picture will start in Hollywood in May, while the three to be made in London will be made consecutively in June, July and August, at which time production will be resumed on the Pacific Coast.

In addition to the program of twelve being co-operatively produced, a number of important British Screen Productions, including "The Kohinoor Diamond," which is being made with the approval of their majesties the King and Queen, will be distributed through the Rayart organization in America.

Mr. Pearson, in addition is completing arrangements for staff representatives in important United States points for news-weekly service for the "British Screen News." The "British Screen News" is distributed throughout the United Kingdom by Paramount as well as British Screen Productions. Pearson sails Saturday for England.

ORTH WITH GOLDSTONE AS PROD. MANAGER

Phil Goldstone of Metropolitan Productions announces the appointment of George Orth as Production Manager for Metropolitan Studios. Mr. Orth comes from the Paramount Long Island Sound Studios where he was Production Manager of the first Paramount all-talkie picture which was just completed and which will open at the Criterion Theatre shortly.

Mr. Orth is well known in Motion Picture Production circles in the East and has made a perfect study of the production of talking pictures.

Chas. Nasca also joins Metropolitan as designer of sets to be used in making sound pictures. Mr. Nasca has been an art designer for years designing some of the biggest sets used for pictures made in the East and is now building sets of the Johns Manville acoustical material which will be used in all Metropolitan Productions.

OPINIONS

By W. R. WILKERSON

CENSORSHIP

The champions of censorship of the motion picture are very busy these days throughout the country. And the exhibitors are feeding them plenty of meat, good luscious sweet meat, to help carry on their crusade. And these exhibitors are not of the "shooting-gallery" type either. They are big chain organizations in almost every locality that up to this moment are not burdened with State censors.

THE BLAME

These big exhibitors are playing every "sex" picture they can get their hands on. The contention being that "business is at a low ebb and any attraction that will bring in the money is going to play their houses." To say that they are shortsighted is placing it mildly. They are crazy and lack intelligence and showmanship. There was never a "sex" picture made that had ANY entertainment value. They have all been bunk, poorly made and with the only one thought—DIRT. Certainly, pictures of this type draw a great audience, but 90 per cent of this audience leaves the theatre disgusted and it takes them some time to make up their mind to return to the theatre. The smell is very bad. The odor is tough to fumigate.

BAD BUSINESS

Any exhibitor of standing and one that has a substantial investment in theatre properties is a sucker if he contributes any ammunition for censorship in his locality. The greed for a few extra dollars gets the best of some of our greatest theatre chains. The prosperity created by the running of these pictures is only temporary, for the bad picture, the poorly made picture and one that has not one moment of entertainment, and this formula covers every "sex-hygiene" picture ever made, always causes a great loss in future patronage, who were "caught" by the wild advertisement and exploitation given one of these productions.

It is bad business all around. Good showmen with even an ounce of intelligence should not play pictures of the "sex-hygiene" type. He gains nothing in the long run and only subjects himself to destruction in forms of censorship and lack of patronage.

ROXY AGAIN

Our opinions of Sam Rothafel seemed to have struck home with a lot of people in our industry. Our phone was kept pretty busy yesterday where in the writer was permitted to take a few bows in the form of congratulations on our thoughts and opinions concerning this master-showman. We are glad they all liked it. We thought it was pretty good ourselves.

McCarthy In Charge of Movietone City

J. J. McCarthy, who has just been appointed head of the new \$10,000,000 Fox Movietone City in Hollywood, arrived in New York today on business for Fox Film Corporation.

Early Roxy Opening

Owing to the length of "Mothe Knows Best," accompanied by the biggest stage entertainment ever given at the Roxy, S. L. Rothafel announces that the doors of the theatre will open at 11 A. M. daily, a half hour earlier than the usual opening time.

In This Issue Sam Sax Tells "What's Right With The Movies"

DAILY REVIEW

EXHIBITORS

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 102

New York, Thursday, November 1, 1928

FIVE CENTS

The Hour

The time for a direct offensive by the motion picture business which will have for its objective the removal of all forms of pre release censorship is now arrived. It is not enough that the industry should be making a continuous defense against new encroachments upon its rights and liberties. An offensive, to wipe out all censorship is manifestly essential.

The New York Times points out that Dr. Harry Emerson Fosdick says "as frankly as possible" that censorship is useless in trying to clean up the theatre. "You must build up from the inside."

The cinema is the one medium of human expression that wears shackles. It has built up its own decencies from the inside. It has established a production code that is clean and wholesome. It was not induced to do so through censorship but because from a purely business morality it is conscious of the fact that clean pictures pay.

Why then, with its own house in order, should it be farther burdened with the expense of a progress restraining censorship.

As the Times points out, picture censorship is so elastic that it covers the private life of an actor and can refuse to pass a picture if the actor's morals are in question. A more stupid and bat cellar ignorance would be hard to find.

Will the industry unite on a forward movement to wipe out this censor business completely?

Arthur James.

FOX ORGANIZING TREMENDOUS MUSICAL MOVIE TONE ACTIVITY

KENNEDY - DERR OFF TO WEST COAST

J. P. Kennedy, President of FBO, is en route to Hollywood, having left New York on Tuesday. Kennedy still has a contract to operate Pathe until next March and will probably confer with production officials at the Pathe Studios on production.

E. B. Derr, right hand man of Kennedy will join J. P. in a day or so.

M-G-M AWARDED \$6,000 IN N. J. BICYCLING

Metro-Goldwyn-Mayer was yesterday awarded \$6,000 damages by the N. Y. Film Board of Arbitration, through the action of the Hildinger Booking Co., of Trenton, N. J., in sub-renting "Rookies," "Scarlet Letter" and "West Point" to the

(Continued on page 7)

Nat Rothstien Back

Nat Rothstien, Universal advertising expert, accompanied by Mrs. Rothstien, returned today on the Olympic from a tour of England, France, Italy, Switzerland and the continental watering resorts. The trip was both business and pleasure, said pleasure being a nice little winning at Monte Carlo.

Acoustic Products—Sonora Acquire Bristolphone Cos.

MINNEAPOLIS DELAYS CENSORSHIP MEASURE

Minneapolis — The City Council has decided to delay action on the proposed censorship ordinance for another 10 days or so, after one of the largest gatherings in the history of the Council, in which a cross-fire discussion by ministers, public officials, theatre owners and labor leaders resulted in a row.

(Continued on page 7)

"Sound a Menace" To New York Sound Studio

A story is going the rounds of Broadway about the head of an independent studio in New York, having a deal on with a producer to sell him the plant. The day arrives for the sound expert to come up and test the plant for external noises.

Knowing the time of the arrival of the expert this fellow had two friendly cops, station themselves at different corners and direct all automobile traffic away from the studio.

The sound expert turned in a good report, the studio was sold, and now the producing company is having a tough time shutting out all street noises.

FBO ANGLING FOR NEW SHORTS PRODUCERS

Film Booking Offices are reported making offers for new independent producers of short product to release through FBO, with a view toward getting lined up with suitable material for 1930 release, should no renewal be made with Larry Darmour.

Although Darmour is now in New York to confer with J. I. Schnitzer. Schnitzer's office yesterday reported

(Continued on page 7)

Take Over All Existing Contract and Rights—C. R. Rogers Active

One of the most important announcements of recent years has been made by P. L. Deutsch, President of the Acoustic Products Company and the Sonora Phonograph Company, Inc. According to this announcement, the Acoustic Products Company has the right to acquire the full rights and interests of

(Continued on page 2)

Royce, Noted Stage Director Signed

Cream of Song Writing Talent also Secured

It now seems a certainty that William Fox is going into the production of musical comedies and operettas on a very large scale via movietone.

This organization announced the signing of Edward Royce, celebrated stage director, to a Fox contract. Royce will be in charge of the production of several famous musical stage shows, the first is thought to be "The Dollar Princess," which had a big run in New York at the Knickerbocker Theatre. Royce staged the original London production of this show at the Gayety Theatre, London, in which house it ran over two years. Royce is probably the best known of musical "staggers." He has been associated with Ziegfeld, Dillingham and his

(Continued on page 7)

RADIO-KEITH-ORPHEUM SECURES 51% CONSENT

The shares of the new Radio-Keith-Orpheum Corporation, which was formed by the omman stockholders of the RCA Photophone and Keith-Albee-Orpheum Corporations, went on the Curb Market yesterday, opening at 34 $\frac{7}{8}$ and closing at 33 $\frac{3}{4}$.

This would indicate that the sponsors of the merger, who some days ago issued formal request for exchange of share for share of the old common for the new, have already obtained the necessary 51% majority that was necessary to swing the deal.

Erlanger in "Talkies"

A. L. Erlanger, legitimate producer, has closed for the motion picture and talkie rights to the Gen. Lew Wallace story "The Prince of India." Erlanger produced the show in 1906, but only closed for the picture rights yesterday with Lewis Wallace Jr. Inquiry at the Erlanger office brought no definite news as to the actual production or method of release.

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Joe Blair, West Coast Representative, 1255 Taramind Avenue, Los Angeles (Phone Hampstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema," 80-82 Wardour St. London, W. 1.

Canadian Office: Canadian Moving Picture Digests, 259 Spadina Ave., Toronto, Canada.



New York; — Eddie Mannix got in from a four year sentence at the coast yesterday, took a look at Broadway and wondered what all the crowd was about . . . Ben Goetz is another old time New Yorker who is now located on the coast and is here on one of his rare trips to the big town, getting a big hand everywhere he goes . . . Ray Johnston gave a real man-sized big party at luncheon at the Motion Picture Club on Tuesday and a good time was had by all, especially several of the boys . . . Nat Rothstein got in from a two months trip abroad yesterday morning and is willing to tell all and sundry that Europe is a pretty fair place to adjourn for a summer, especially with Monte Carlo furnishing the get-a-way money . . . E. B. Derr, of F.B.O. will go to the west coast next week and this time declares himself that he isn't going to allow himself to be so tied up with work that he can't get in a little golf and tennis . . . L. Rosenfeld, Columbia distributor in Canada, is in New York and was a luncheon guest of Joe Brandt at the Motion Picture Club yesterday . . . Larry Darmour, head of Darmour productions, is here from the coast to confer with Joe Schnitzer, of F.B.O. . . . Artie Stebbins, of insurance, golf, bridge and other kinds of fame, left for the coast on the Century yesterday after notifying all his business connections not to look for him back for two months and possibly three, and it's nice to be that way . . . J. Barnstyn is the busy man tonight, the occasion being the wedding of his two daughters at an elaborate affair at the Ritz-Carlton . . . Charles Wilcox, British producer who has been in New York for the past month making distributing arrangements for his product, sailed for home last night . . . E. J. Sparks, of Jacksonville, Fla., is in New York on a brief business trip and looking into the sound picture situation while here . . . Mickey Neilan, who has been here for the past three weeks, left for the coast on the Century yesterday to begin work on another big picture . . .

"What's Right With The Movies"

(Tenth of a Series by Industry's Leaders)

By SAM SAX,
President, Gotham Productions

It's a healthy sign with the movies, as with plays and books, that when an unusually good picture is produced, it enjoys an after-life of revival. This proves that films, despite their fleeting nature, are not entirely things of the dead past, once they've run their current course of bookings.

We have frequent examples of films being taken off the shelf years after their current release and again enjoying a generous share of patronage. The classic example of this is, of course, "The Birth of a Nation." But to a lesser degree other pictures have enjoyed this distinction, and it certainly proves that something must be distinctly right with the movies.

What seems to be particularly right with the movies is the eager-

ness and enthusiasm with which each new development is greeted. The movies refuses to vegetate. Never can it be accused of procrastinating. Here again, the classic example is the advent of sound. In no other industry in the world could such unanimous interest and support have been elicited so quickly and enterprisingly as was the case with the acceptance of sound. The activities of the companies handling sound devices were quickly matched by the exhibitors, who immediately saw the handwriting on the wall and set about to accommodate themselves to the new factor in motion picture entertainment. If that isn't a pertinent instance of what's right with the movies, then there's nothing right with anything anywhere.

Another outstanding instance of what's right with the movies is the

fact that despite new revolutionary developments like sound, and the changes in the mechanics of production which these entail, the essential principles of successful film making remain the same. In other words, in the last analysis of any film, it is a good story, well cast and well directed which counts in the final verdict. This is one of the most encouraging signs of what's right with the movies, for it means that regardless of the new forms, accessory devices etc., that find their way into film making, the actual principles of production remain just as important as ever, and offer a durable guide for successive generations of producers to learn from and be guided by.

Any industry or art with principles so well rooted as these must be right.

Acoustic Products-Sonora Acquire Bristolphone Co's.

(Continued from page 1)

the Wm. H. Bristol Talking Picture Corporation, the Asher, Small & Rogers Corporation, the Gotham Bristolphone Service Corporation, and the Lesser-Warner Productions in the world-wide Bristolphone patents.

Upon the acquisition of these rights, the Acoustic Products Company will also take over all the contracts which the Gotham Bristolphone Service Corporation and the Lesser-Warner Company have outstanding for the distribution of Bristolphone machines and all outstanding licenses for producing pictures with sound under the Bristol patents.

"A new Corporation will be formed," said Mr. Deutsch, "in which all of the above interests will be combined and in the management of which Mr. Charles R. Rogers will be actively engaged. This new corporation will probably combine the names of Sonora with Bristolphone, and will have exclusive distributing rights on the Sonora Bristolphone for the entire world; the company will also have the sole rights for the licensing of producers to employ the Bristol process of synchronising sound with pictures. The Acoustic Products Company will manufacture the machines which the new Company will sell and service.

The Wm. H. Bristol Talking Picture Corporation already has extensive manufacturing plant and film studios at Waterbury, Conn., and the producing corporations have modern studios at Hollywood and there is now added to this organization the vast manufacturing and distributing resources of the Acoustic Products Co., and the Sonora Phonograph Company, including the plants at Saginaw and Stamford, and the studios and laboratories in the Sonora Building at 50 West 57th Street, New York City.

Negotiations are already well in hand with independent artists and producers for the production of 'talkies' by this proposed organization. Talking pictures covering the whole wide realm of cinema possi-

bilities will be produced—industrial, educational, religious, and entertainment. In addition arrangements will be made to make talkies of 104 short subjects during the next twelve months.

The Sonora Bristolphone Corporation's artists will include some of the best known figures in the film world and from the legitimate stage. Present plans call for the production of pictures by Asher, Small & Rogers, by the Gotham Bristolphone Photoplays Corporation, Lesser-Warner Co., and other producers.

"We believe," concluded Mr. Deutsch, "that the exclusive Bristol patents, which include the only re-synchronising mechanism on the market, coupled with the tonal excellencies for which Sonora has always been famous will put the new Sonora-Bristolphone into a position where it will be an important factor in the entire talking picture field."

The offices of the company will probably be in the Sonora Building 50 West 57th Street, New York City so that this huge organization will be housed under the roof of Sonora's own home.

It is proposed that the distribution of the new "talkies" will be handled through a distributing organization to be formed as a separate unit. A budget is now being prepared to provide for an extensive and powerful advertising campaign designed to blanket the country.

Wenger At Roxy

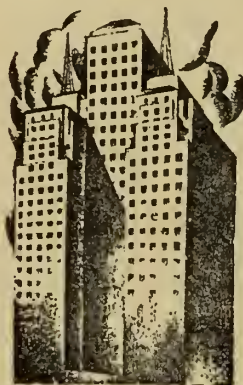
S. L. Rothafel announces the engagement of John Wenger as art director of the Roxy Theatre. His appointment takes effect immediately, his first settings for the "cathedral of the motion picture" to be on view next Saturday in the stage program surrounding the William Fox sound picture, "Dry Martini."

WAFILMS, Inc.

Walter A. Futter, Pres.

for Library Stock Scenes
130 W. 46th St. New York
Bryant 8181

"THE CENTER OF MOTION PICTURE SOCIETY"



If you want to see Who's Who in
the motion picture industry,
dine at

THE PARK CENTRAL GRILL

Open for lunch, dinner and supper

DINE AND DANCE

To the tunes of

BEN POLLACK

and his

PARK CENTRAL ORCHESTRA

THE PARK CENTRAL

FIFTY-FIFTH STREET AT 7th AVENUE
NEW YORK CITY

This **FOX** TALKER **TALKS** **MONEY**

... because it dares to speak the truth about our daughters of today.

.. because the talk in this talker creates talk, which means they're talking money for you!

... and because the all-dialog scene, illustrated here, alone will pack 'em in to the rafters!



THE DOCTOR:

"Let flaming youth have its fling. Midnight joy rides and moonlight kisses are less dangerous to our jazzy generation than sex-starvation."



MOTHER KNOWS BEST

FOX MOVIE TONE ACCESSORIES

Here's a talker worth talking about—and here's special material worth talking with!

MOVIE TONE 24-SHEET (24MA)

HEAR FOR THE FIRST TIME THE VOICES
of Madge Bellamy-Barry Norton-Louise Dresser
 ALL TALKING THEIR PARTS IN
MOTHER KNOWS BEST
 EDNA FERBER'S STORY
 of a Love-starved Daughter denied Romance by a Managing Mother
 DIALOG WRITTEN BY EUGENE WALTER-STAGE & THEATRE EMBELLISHMENTS BY DAVE STAMPER & CHARLES JUDELS
 DIRECTED BY DIALOG BY JOHN BLYSTONE, ON
FOX MOVIE TONE

PRESENTED BY
WILLIAM FOX

THE TALKING FILM

FOX gives you not only the best pictures, but also the best service, both for silent and Movietone showings.

In addition to the accessories shown on these pages, the special Fox Movietone Press Book Supplement on MOTHER KNOWS BEST contains publicity and press ads especially prepared for campaigns by wired theatres. It also contains a special full-size 1-sheet, illustrated to the right. It's printed in striking colors and packed with scenes and selling talk to sell the Movietone features of the production to the public. Use this handsome 1-sheet in your lobby. It's free.

The 24-sheet shown on the right hand page is the regular pictorial stand with a special Fox Movietone strip across the bottom. Similar strips are obtainable for the regular 6-sheets, 3-sheets, 1-sheets and window cards.

A special 11x14 Movietone title card, illustrated to the right, has been provided for the regular set of 11 x 14's on MOTHER KNOWS BEST, STREET ANGEL, FOUR SONS, FAZIL, THE RED DANCE, THE AIR CIRCUS, SUNRISE and MOTHER MACHREE.

Special stock Movietone cards for display in frames may also be secured, for use on all Fox Movietone productions.

Remember...

Fox Accessories are Necessities!

HEAR FOR THE FIRST TIME THE VOICES
of Madge Bellamy
 Barry Norton
 Louise Dresser
MOTHER KNOWS BEST
 on FOX MOVIE TONE film
 HEAR and SEE
 this sensational TALKING picture
 which dares to speak the truth about
 our love-hungry daughters of today!

Phonetic Youth or Love-starved Youth
 made a new film out!

HEAR THE
 VOICES
 of
 MOTHER
 KNOWS
 BEST!

HEAR AND SEE
 THE PLAYERS TALK THEIR PARTS
 on FOX MOVIE TONE

Edna Ferber's Story
MOTHER KNOWS BEST
 Dialogue Written by
 EUGENE WALTER

MADGE BELLAMY
 LOUISE DRESSER
 BARRY NORTON

Theater and Stage Embellishments by
 CHARLES JUDELS & DAVE STAMPER

John Blystone Production

Left—
 Full
 Size
 Colored
 1-Sheet
 Contained
 in The
 Special
 Movietone
 Press
 Book on
 MOTHER
 KNOWS
 BEST

→
 11x14
 Title
 Card

HEAR and SEE
 THE PLAYERS TALK THEIR PARTS
 on FOX MOVIE TONE

Edna Ferber's Story
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 LOUISE DRESSER
 BARRY NORTON

Theater and Stage Embellishments by
 CHARLES JUDELS & DAVE STAMPER

John Blystone Production

on MOTHER KNOWS BEST

WILLIAM FOX PRESENTS

MOTHER KNOWS BEST

with **MADGE BELLAMY**
LOUISE DRESSER · GARRY NORTON
ALBERT GRAN · LUCIEN LITTLEFIELD
from the Story by EDNA FERBER
Scenars by MARION ORTH

**HEAR THE VOICES OF YOUR FAVORITE FILM STARS
TALKING THEIR PARTS ON FOX MOVIE TONE FILM**

REGULAR 24-SHEET WITH SPECIAL MOVIE TONE STRIP

Below—Special Movietone
Press Book Supplement

Special Supplement for Dialogue Show

FOX MOVIE TONE

Mother Knows Best

A Talkie They Will Talk About
If You Talk to Them About

Theatre Audiences Will Hear
Louise Dresser's Glorious
Voice Through Fox Movietone

Sound Film Give
Fox Stars Chance
To Be Versatile

Madge Bellamy
Has A Speaking
Role in Fox Film

A Special
Song Tie-Up

YOU KNOW BEST

THE MAGIC OF
MOVIE TONE

After You've HEARD
Madge Bellamy
Barry Norton
Louise Dresser
Talk Their Parts in

MOTHER KNOWS BEST

EDNA FERBER'S SENSATIONAL
STORY
of a Love Hungry Stage Star
Directed in Dialog by JOHN BLYSTONE
FOX MOVIE TONE
DEVELOPED AND PRESENTED BY
WILLIAM FOX

HEAR
the first time
MADGE BELLAMY
tells in a part from the story through the magic of
FOX MOVIE TONE
along with the voices of
GARRY NORTON and LOUISE DRESSER
all talking their parts in Edna Ferber's
great story of a love-hungry actress
"MOTHER KNOWS BEST"
Presented by WILLIAM FOX

Above—
Special 1-Sheet (1MA)

Left—
Special 3-Sheet (3MA)

what
the
doctor
ordered

see
hear!

EDNA FERBER'S
daring story

MOTHER KNOWS BEST

A SHOWER OF CASH AND BOUQUETS!

*Greatest business in history of
Canada — records everywhere!*

VARIETY PICTURE GROSSES

**Talker Sweeps Montreal;
Palace, 2 Weeks, \$50,000**

Drawing New Trade—Helps
Film Houses; Hurts Vaude

Montreal.
(Drawing Pop, 600,000)
Weather; Fine
Crowds still continued for second
week of the see and hear picture
"Mother Knows Best" at the Pal-
ace. Around \$18,000 grossed, total
for the two weeks of about \$50,000.
easily a record for this city.

For the first time since pictures
have been shown here a current of
biz is flowing in from surrounding
country points to take in the much
discussed latest screen develop-
ment. All theatres here are bene-
fitting from the overflow.

A sure-fire in the regular
houses. Fox's first real
dialog picture, a most
worthy and class effort.
—Variety

This is in. A peach of a
woman's picture and of
wide appeal to all classes.
—Film Daily

"Mother Knows Best" is
the most intelligently di-
rected and acted talking
picture ever made.
—Los Angeles Herald

A splendid motion picture,
well done and superbly
acted.
—Motion Pictures Today

Mother Knows Best
proves again that

FOX KNOWS BEST

QUIGLEY DENIES NEW WARNER TALKIE RUMOR

G. E. Quigley, Vice Pres., of Vitaphone Corporation yesterday emphatically denied reports yesterday that Warner Brothers or Vitaphone had secured rights to a new talking picture apparatus which will be held in reserve in case of possible future differences between the company and Western Electric, over retarded deliveries of Vitaphone apparatus, now a bone of contention.

Quigley stated emphatically that as far as Vitaphone or Warner Brothers was concerned, they were not interested and there was nothing to it. The new device which was said to have been considered, is listed as interchangeable with other types of apparatus and is to sell for about \$2,500.

Murtagh Organist At Paramount-Brooklyn

J. L. McCurdy, manager of the new Brooklyn-Paramount Theatre which will open on Saturday November 24th, at Paramount Square, Flatbush and De Kalb Avenues, announced yesterday that Henry Murtagh, well-known organist, formerly at the Paramount in New York, had been engaged as the organ soloist for the Brooklyn house.

Paul Ash and his band will furnish the "magic flying stage" shows each week at this theatre.

Fox Organizing Tremendous Musical Movietone Activity

(Continued from page 1)

most recent bit of work was in the staging of the George M. Cohan success, "Billie." He will leave for Hollywood Nov. 19th.

Almost a simultaneous announcement, brought the information that the ace trio of song writers, DeSylva, Brown and Henderson have also been signed by Fox. This combination will write the book, words and music for at least two pictures the Fox organization will release next year. This trio have more song and stage hits to their credit than any other set of writers.

Add to the above the name of Dave Stamper, long with Ziegfeld in the production of his "Follies," Harland Thompson, successful writer of musical pieces with a record of three hits at the Vanderbilt Theatre New York, Con Conrad and Chas. Judels until recently general stage manager for the Shuberts, Archie Gottler and Sydney Mitchell, internationally known song writers, writing theme songs and getting set on a musical piece they are jointly turning out for a Fox "single and talkie" an you have the meat of a tremendous musical movietone production department.

Tim McCoy's Next

"The Desert Law" will be Tim McCoy's next M-G-M starring vehicle, to be directed by Nick Grinde, from an original story by Ted Shane and Milton Bren. Raquel Torres will play opposite McCoy.

M-G-M Awarded \$6,000 In N. J. Bicycling

(Continued from page 1)

Lawrenceville School, Lawrenceville, N. J.

The case was one of many that the Copyright Protection Bureau is scotching, lately, and was characterized by Louis Nizer, representing M-G-M, as a 'dishonest practice' which must be stopped in the interests of all.

The M-G-M exchange proved there were no contracts made with the school and that the pictures were supplied to them by Hildinger on the same day that they were booked in the Hildinger house, only 6 miles away. The Board awarded \$2,000 damages in each case.

FBO Angling For New Shorts Producers

(Continued from page 1)

they had held no conferences with Darmour thus far, and were not ready yet to discuss contracts.

According to coast reports, Jack White, whose contract as an Educational comedy producer-in-chief was previously reported by White himself to be expiring within a few months, has been made an offer by FBO for his future releases, with a 50% guarantee on his production costs.

White and Hammons are now in Hollywood reported to be lining up Educational's new program of sound shorts and the New York offices of Educational deny that White's contract is expiring and likewise doubt White is discussing contracts with anybody at this time.

BRITISH NAVAL HERO AMPA GUEST TODAY

Captain Harold Auten, V.C., who has established himself prominently in the film field as the author of the sensational "Q Ship," picture, will talk at Thursday's meeting of the Associated Motion Picture Advertisers and illustrate his remarks with a reel from his film.

Other guests of honor on this occasion will be Delight Evans, editor of Screenland Magazine and Robert Ober, well known stage player who is now gaining fame in the talkies.

"Why Girls Go Wrong" Sold For Michigan

Herman J. Garfield, general manager of Roadshow Pictures, Inc., returned yesterday from Detroit where he closed a contract with Louis Wisper for the distribution in Michigan of "Why Girls Go Wrong." The picture will be handled by the Favorite Film Exchange of Detroit.

Minneapolis Delays Censorship Measured

(Continued from page 1)

Action on censorship originally arose over the question of revoking the license of the Gayety Theatre, a burlesque house, which was alleged to have presented an immoral performance. This resulted in an ordinance being proposed covering all motion picture and theatrical performances, with Mayor Leach vigorously opposed to the measure.

Of a Chewsdah—January the wanst!

☞ That's the date of the Eleventh Annual Announcement number of Exhibitors Daily Review and be assured that when a bigger and better annual announcement number is issued, the man who owns one will issue it—but not until a year later, for this is to be the number festive, the inclusive issue, the pleasant and well furnished omnibus which will carry all to all in the trade with acceptable, readable and interesting data, facts and observations—some delightfully new—words of good will and much pleasantry to those who seek to make good clean, vulgar money out of the picture business.

☞ We already have word of an unique four pages that will sound the note of difference in advertising copy, for the number comes at the midwinter impetus season of selling and good copy serves a great purpose in such a situation. Absolutely this rule will be followed—To those who speak early will come space position and the advantages. Late comers will take their chances. We believe this to be fair and our advertising spear shall know no brother.

☞ Recall again the date—

Of a Chewsdah, January the wanst!

POLLARD FINISHES "SHOW BOAT"

Big Universal Special With Sound Effects In Cutting Room

By W. R. W.

Universal has finished the "Show Boat."

This production started early in the Summer from the Edna Ferber novel, is now in the cutting room at Universal City. Its completion will signal the supreme effort of the Laemmle organization for the present year.

The picture was directed by Harry Pollard, the man who made "Uncle Tom's Cabin," and has in its cast Laura LaPlante, Joseph Schildkraut, Emily Fitzroy, Alma Reubens, Otis Harlan, Nelly Edwards, Max Asher and a host of others.

"Show Boat" will have a synchronization and full sound effects.

1st National Activities

Colleen Moore is busy with "Synthetic Sin," which John McCormick is producing and Will A. Seiter directing; "Stranded in Paradise," from Donn Byrne's memorable novel "Changeling," is also in production, with George Fitzmaurice handling the megaphone. Alexander Korda is preparing to start "The Comedy of Life" with Milton Sills; Richard Barthelmess will soon begin "Weary River," with Frank Lloyd at the helm; "Children of the Ritz" with Dorothy Mackaill and Jack Mulhall will be directed by John Francis Dillon, who has just completed "Scarlet Seas" starring Richard Barthelmess. Alice White is to begin "Hot Stuff" with Mervyn Le Roy as director; Billie Dove is to make "The Mand and the Moment," directed by George Fitzmaurice; "Seven Footprints to Satan" will be megaphoned through its weirdly thrilling course by Benjamin Christensen.

All of these productions will have dialogue or sound effects.

"Legend Gosta Berling"

SWEDISH.

Directed by.....Mauritz Stiller
Featuring....Greta Garbo-Lars Larson

This foreign production is hardly up to standard of American films in continuity, direction and photography, but is noteworthy for Dr. Lagerlof's story and fine work of Garbo-Hanson-Kammeren as Count Henrik and Ellen Cederstron.

The story features in its leading roles both Garbo and Hanson, and was made prior to their Hollywood work, but there is nothing in their performances they need be ashamed of. It is a typical tale of Norwegian sternness and intrigue over property rights and rigid moral concepts. How a spoiled son can come completely under the domination of his grasping mother, who seeks to pass on rights to the estate to the son, even to causing him to cast off his wife, so that she does not share in it, forms the meat of this tale.

Only a few exhibitors will care to run this for their patrons, as most audiences will walk out on it. If your fans want intelligent thought in a picture, you can take a chance.

Studio Gossip

Fred Warren is substituting for Arthur Stone in the main role in the Fox movietone, "Headlines." Fred Newmeyer is directing.

* * *

Frank Borzage, director, who fell on the back of his head at a polo match last week, is faced with the possibility of serious injury to his eardrums.

* * *

John Darrow has left Caddo and is now with Columbia, playing in "The Younger Generation."

* * *

After he completes his present production of "Captain Lash," John Blystone, director, is scheduled to leave for Italy to make exteriors for a new story, yet untitled. Louise Dresser, who will have the principal role in this new production, will accompany Mr. Blystone and his technical unit to Europe.

* * *

A wire from Hollywood states that John McCormick has added Ben Hendricks, Jr., to the cast of Colleen Moore's forthcoming First National picture, "Synthetic Sin." William A. Seiter is directing.

* * *

Fred Kohler has been signed to provide the menace in his third consecutive Pathe picture. He will play the bad man of "The Leatherneck," which stars William Boyd and features Robert Armstrong and Alan Hale.

* * *

Victor McLaglen, who is now completing his second starring Fox picture for the 1928-29 season, "Captain Lash," is scheduled for a busy time at the Fox West Coast Studio. Winfield Sheehan, Vice-President and General Manager of the company, has announced "Strong Boy" as the next picture for McLaglen to be started soon.

* * *

Following this production McLaglen will make "The Cockeyed World" under the direction of Raoul Walsh. This story, by Laurence Stallings, is said to be a sequel to "What Price Glory." Edmund Lowe will again be seen with McLaglen in "The Cockeyed World."

Eleanor Griffith Wins

After searching Hollywood for the right girl, Roland West, director, finally sent to New York for Eleanor Griffith to play the lead in "The Nightstick." Miss Griffith was last seen on Broadway in "The Spider" and won this part for herself on the strength of her speaking ability.

Lewis In "Spider"

First National announces that Sheldon Lewis has been signed for the role of "The Spider" in the mystery thriller, "Seven Footprints to Satan," which will shortly go into production at the Burbank Studios, under the direction of Benjamin Christensen. Creighton Hale will play opposite Thelma Todd.

Rock Directs Talkie

With a record of over two hundred silent motion pictures to his credit, Joe Rock the veteran film director, is now handling the megaphone on the first Bristolstone feature length all dialogue picture "The Great Power."

This record alone was not the main reason for his selection to direct the first picture for Franklyn Warner and Sol Lesser, to be released as a Picturephone Production. Prior to his entrance into the motion picture field, Rock had spent many years in vaudeville and on the legitimate stage.

Warner Studio Busy

Seven pictures are in production at the present time at the Warner Studio. The greater part of the Vitaphone equipment is being employed for the first Vitaphone operetta, "The Desert Song," one of the most elaborate pictures ever undertaken by Warner Bros. Roy Del Ruth is directing with Carlotta King, John Boles and Louise Fazenda in the leads.

Director Archie Mayo began work this week on Leon Zurado's story, "She Knew Men." He has added to the cast Gertrude Olmstead, Claude Gillingwater, Lucy Beaumont and Tommy Dugan. Players previously announced for the leads are Betty Bronson, William Collier, Jr. and John T. Murray.

Lloyd Bacon is on a location trip to Oregon with the unit making "No Defense," a co-starring vehicle for Monte Blue and May McAvoy.

The Vitaphone scenes for "Madonna of Avenue A" starring Dolores Costello will soon be completed, rendering this production ready for the cutting room. Michael Curtiz has been directing it with Grant Withers, Louise Dresser, Douglas Gerrard, William Russell and Lee Moran in prominent roles.

A trio of special Warner Winners complete the seven on which the Warner forces are concentrating at the present time.

PATHE'S "MAN" SOON

With production preliminaries and initial voice tests completed at the studios in Culver City for "The Missing Man," this stage success recently announced by Colvin W. Brown, executive vice president, as the first Pathe one hundred percent talking picture, will reach the filming stage as soon as final RCA Photophone tests determine the principals.

Benjamin Glazer, supervisor of Pathe sound pictures, will personally direct "The Missing Man."

Parker With M-G-M

Dorothy Parker, well-known poet and critic, has signed with Metro-Goldwyn-Mayer to write dialogue for talking films.

Mrs. Parker, whose published books include "Enough Rope" and "Sunset Guns," will leave for Culver City, California, within the next few weeks.

OPINIONS

By W. R. WILKERSON

FAIRBANKS.

There seems to be a feeling in and around Hollywood that Douglas Fairbanks is soon to desert motion picture acting and devote all his time and energies to the production and direction of pictures for United Artists. It is rumored he has confided to friends that after finishing work in his present vehicle, "The Iron Mask," he will bend every effort to find a story that will afford Miss Pickford and himself an opportunity to be seen together in a motion picture. After this has been accomplished he will salt away the makeup box for all time.

Such funny and unreasonable things happen in this business from day to day, that even Fairbanks leaving the screen at this time would cause no surprise. But we have our doubts. The screen personality of Douglas Fairbanks carries too much weight for this same Fairbanks person to turn his back on it. Still—he always seems to be in a jam for a story, and what might easily please him as a producer would find rejection as an actor. We know that he has not been satisfied with his story material, and this goes back a couple of years.

INDECISION.

Paramount production officials seem to be up a tree in deciding where to look for their future casts for pictures. We understand the main reason for the meeting being held in New York now is in an effort to reach some definite angle. Some want stage people, others insist on training new faces in the combined technique of stage and screen acting, and still another group, not so enthusiastic about talkies, want to use the combination policy of actors from both stage and screen, with emphasis on the player, known and reared in the silent drama.

To us, the whole problem, stripped of all its hokum, is, "Will we center all activities on straight talkies or continue our activity in the production of good motion pictures with a little dialogue thrown in here and there?" And it is our opinion that long after the return of Schulberg, Fineman and others to the Hollywood studio, they will still be asking themselves the same question.

JIM BARTON.

It begins to look as if Jim Barton will not have the lead in the Paramount production of "Burlesque" after all. There was much hullabaloo recently centered in the signing of this great stage character. It seems that some of the Paramount crowd saw Barton do some dramatics in his recent vaudeville sketch and lost no time in putting him under contract. Now reports come out of Hollywood that Jack Oakie, under contract to that organization as a stock player, has been slipped the part and that Barton will be assigned another picture altogether. What's the reason?

If we had anything to do with the casting of this all-important role, our choice would be "Skeets" Gallagher.

In This Issue Nicholas M. Schenck Tells "What's Right With The Movies"

DAILY REVIEW

EXHIBITORS

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 103

New York, Friday, November 2, 1928

FIVE CENTS

The Interchange

Seems petty, this argument and distress over the interchange usage of the devices for sound. In the large view, the public is to be considered. Whether the entertainment is provided on a silver platter or a pewter tray makes little difference.

Sound is with us and sound is here to stay. The trifles must be shoved into the background. The exhibitor must be able to install a device feeling when he does so that he can use all of the sound pictures available.

He is providing entertainment to this public and he must not be hampered by technical trifles. Western Electric undoubtedly is too big to enforce rulings on an exhibitor that will embarrass him. RCA has already thrown the door wide open.

P. A. Powers, a factor and a figure since pictures began, has greeted the liberal group with enthusiasm. He realizes, as David Sarnoff realizes, that there is money and glory enough for all in this sound situation and that details are of no great importance.

Invitations are now out for the Anglo-American dinner and the award of the Sam Harris cup will be made next week. Bruce Callup with a live-wire enthusiasm, assumed the duties of chairman of the committee and the wide world may therefore be assured that the award will be fully and completely on the level. In this activity it would be unfair to omit great credit to Eddie Klein whose managerial activities have spelled success for the party.

Don't forget that Hudson Bill—that Canon Chase measure that not only puts our business under Federal control but which puts a tax on us of over \$7,000,000 in order to provide \$1,000,000 for educational purposes. Sound out your Congressional candidate and assure him your vote will go the other way if he favors this bill.

ARTHUR JAMES

DILLON READ BEHIND \$2,500,000 ACOUSTICS-BRISTOLPHONE DEAL

Woodhull Resents Allied Criticism of "Sell Out"

TO NEFILM CONFUSION LEADS TO BIOPHONE

Weiss-Goldstone Device Changes Name—In Key Centers Dec. 1

Due to many similar names of equipment on the market causing confusion to the exhibitors, the TONEFILM Corporation has changed its name to the BIOPHONE Corporation, and the Tonefilm Machine will hereafter be known as the BIOPHONE. Alfred Weiss, president of the corporation, announces that exhibitors have

(Continued on page 4)

Mindlin Opens "Little Carnegie" To-night

Michael Mindlin, managing director of the Little Cinema Theatres, Inc., is tonight opening the newest art theatre in his chain. It is the Little Carnegie Playhouse on 57th Street, which will be graced by the presence of the elite of the social and cinema world.

The theatre has been designed as an innovation in this field and has such adjuncts for its patrons as a Ping-Pong Court, Ball Room, Bridge Tables, Art Gallery, Lounge and Modernistic Auditorium.

Startling Answer To Sound Questionnaire!

One of the biggest sound producers, not the Fox-Case people, sent out a questionnaire to exhibitors, to find out what sort of sound "shorts" they preferred to have on their programs.

The answer from one exhibitor provoked considerable merriment at the home office. He wrote back "I prefer Movietone News."

Issues Caustic Answer To Col. Cole Charges—4 States Renew Allegiance

Pres. R. F. Woodhull of the M.P.T.O.A., returned yesterday from a tour of the Mid-West States and reports that the M.P.T.O.A. of Arkansas, Mississippi and Tennessee as well as Nebraska, whose conventions he attended, have by unanimous consent decided to continue their allegiance to the National organization.

Woodhull yesterday took occasion to take a "shot" at the aspersions cast upon the M.P.T.O.A. members of the Allied States group recently. He said:

(Continued on page 4)

DILLON READ FLOATS EDUCATIONAL W. W. BUY

Through the floatation by Dillon Read & Co., of a special issue of 35,944 shares of common stock, Educational Pictures, Inc., has been able to finance the purchase of a half interest in World Wide Pictures, Inc., according to an announcement by E. W. Hammons, President of Educational.

An arrangement also exists whereby Educational will handle the actual distribution of foreign films throughout the United States and Canada. The agreement links the

(Continued on page 2)

9th Birthday of Capitol Theatre

Major Edward Bowes announces that the Capitol Theatre ushers in its Ninth Birthday with a notable program "The Wind" a new Metro-Goldwyn-Mayer synchronized production, starring Lillian Gish heads the film attractions beginning tomorrow.

(Continued on page 2)

Asher, Small and Rogers And Lesser-Warner To Ratify Today

Yesterday was a very busy day for all parties concerned in the General Acoustics-Sonora, Asher-Small-Rogers, Warner-Lesser, Bristolphone deal. Meetings were being held on all sides and by every group to determine the proper procedure for the turning over of the Bristol patents and the Bristolphone plant, together with marketing arrangements for the equipment and the procedure of making pictures with the Bristol recording.

\$2,500,000 SALE PRICE

The only thing that is definitely set is the fact that William H. Bristol has sold out his Bristolphone patents and plant to a group of bankers, believed to be Dillon Read for the sum of \$2,500,000. J. An-

(Continued on page 2)

KENNEDY-BROWN TO ADDRESS 3 MEETINGS

Continuing the special Pathe regional sales meetings, sectional sales meetings will be held in Chicago, New Orleans and Los Angeles. J. P. Kennedy will address the Los Angeles meeting and Colvin Brown will speak at the Chicago session.

The meeting of the Central Division will be held at the Blackstone Hotel, in Chicago, on Sunday, November 11th, simultaneously with sessions of the Western Division in Los Angeles. The Southern Division

(Continued on page 2)

VOGEL RETURNS FROM PATHE TRIP ABROAD

William M. Vogel, Vice-President and General Manager of Pathe International Corporation, foreign distributors of Pathe pictures, arrived in New York aboard the S. S. Mauretania to-day, after a two months' trip throughout Europe.

Vogel has visited the P. I. C. offices in the principal cities on the Continent, where he completed arrangements for the distribution of the new Pathe product.

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

ARTHUR JAMES, Editor
W. R. WILKERSON, Publisher

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Joe Blair, West Coast Representative, 1255 Taramind Avenue, Los Angeles (Phone Hempsstead 1514).

London Office and Correspondent: Samue Harris, "The Cinema," 80-82 Wadour St. London, W. 1.

Canadian Office: Canadian Moving Picture Digests, 259 Spadina Ave., Toronto, Canada.



New York;- Billy Brandt says if the election night show at the Motion Picture Club is not the biggest thing he has pulled off in his checkered career, he'll hie him back to the wilds of Brooklyn and hunt himself a hiding hole and dig in . . . E. B. Derr is supposed to be on his way to the coast with Joe Kennedy, who left Wednesday, but he isn't here and going next week. . . J. S. Jossey, well known as a big independent exchange man, is here from Atlanta and the guest of W. Ray Johnston . . . Jim Savage, old time heavyweight fighter and one of the best trainers in the fist game, is now physical director of the Motion Picture Club . . . Harry Brandt and Marty Schwartz, bitter rivals, are putting on a clash at pool every day at the Motion Picture Club and some of the members are thinking of charging admission for kibbitzers. . . Delight Evans, always a delight, was honor guest yesterday at the A. M. P. A. and the turnout of the boys was all that was expected even by Dave Bader, the optimistic editor of the A.M.P.A. News . . . Tom Spry of First National, is developing into a spellbinder, his later Ciceronian effort being in presenting Jake Lourie with a \$400 silver service at a dinner given to the Notoco official in Boston . . . Dwain Esper is here from the coast to arrange for state right distribution for a number of pictures recently made on the coast . . . Artie Stebbins, Mickey Neilan and Al Jolson arranged before leaving New York to meet at the Blackstone Hotel in Chicago yesterday and continue the trip to the coast together, and what a trip that will be . . . John Wenger has been appointed art director of the Roxy theatre, and Roxy doesn't overlook any of the good ones . . . Pete Smith is so het up over Metro's "Women Of Affairs" that he wires that it makes "Flesh and the Devil" look like a Pollyanna story . . .

"What's Right With The Movies"

(Eleventh of a Series by Industry's Leaders)

By NICHOLAS M. SCHENCK,
President, Metro-Goldwyn-Mayer

There are many reasons why motion pictures have come to occupy a preeminent place in the development of modern life, but perhaps a majority of them can be summed up in the phrase: Exchange of ideas.

The twentieth century differs a good deal from other eras in the fact that life has been made richer and more enjoyable through new ideas and in the establishment of new bonds of contact between widely separated places and persons. In this advance the movies have played an important part. Accepted as an unimportant novelty in 1903, a quarter of a century later the greatest entertainment force in history and one of the great forces in broadening the horizon of individuals and of groups.

The movies have helped bring the

small community in line with the thought and ideas of the metropolis. They have helped, indirectly but steadily, to break down narrow prejudices and to link together in a common appreciation different countries and races. Think of a New York theatre audience cheering newsreels of the take-off of the Graf Zeppelin three days after this event. With the advent of television no one can predict how far this sort of thing will go.

The movies have been called the universal language. That is true. I think they have done far more to promote a better understanding between different nations than all the printed or oral speeches of the last fifty years. Interchange of ideas is the dominant note here, too. A statesman of the past generation once re-

marked that the artistic accomplishments of a people are a better advertisement than three trains of ambassadors. This is more than ever true now, with the movies broadcasting such an accomplishment to millions of foreign theatregoers.

The picture industry has been like an electric current running through and enlivening old ideas and customs. All over the world the movies have been recognized as the great amusement for both the classes and the masses. In a business way, the industry has received backing and recognition that spell a splendid creative future.

Small faults can be ironed out as they have been eliminated in the past. The movies are groping and growing and daily gaining ground as a world influence for good.

Dillon Behind \$2,500,000 Acoustics-Bristolphone Deal

(Continued from page 1)

thony Probst, of the law firm of Probst and Probst handled the sales transaction for these bankers who in turn have turned patents and plant over to the General Acoustic-Sonora Company. The one great interest in the Bristol patent in so far as G. A. Sonora is concerned is the matter of amplification for their talking machines, which they have not had up to the closing of this deal, as the only other outstanding means of amplification is held by RCA and Western Electric. The Bristol amplification is different from that held by the big electricians and is known as "zero" amplification.

EQUIPMENT & PRODUCTION

The matter of the distribution of the equipment and the production is in the hands of two groups. Asher-Small-Rogers on the one side and the Warner-Lesser on the other. Both having held a contract for distribution and production of the Bristolphone equipment and recording. There will be a merger of these two groups with Charles Rogers, of the Asher-Small-Rogers group, as general manager of the whole thing in matters of production and distribution.

NOTHING SIGNED YET

There has been nothing signed as yet between these groups but a preliminary understanding has been reached and it is just a matter of getting together and assigning what part the two interested groups will play in the general aspect of the whole lay out. This agreement will be reached within a day or two. The appointment of Rogers as general manager, however, is set and the proceedings will start from that point.

MUCH PRODUCTION

The firm of Asher-Small-Rogers will start on almost immediate production of a series of feature length and short reel talking pictures with Bristol recording. Sol Lesser is already talking to authors, directors and players regarding a series of feature length pictures he is going to make. From the two groups ex-

hibitors can expect a minimum of at least 50 to 60 feature pictures and about 104 short reel productions. Studios for the making of these productions will be constructed in New York and Hollywood.

LESSER ENTHUSIASTIC

Sol Lesser, when reached on the phone last night, was very enthusiastic regarding the turn of affairs and said that "Charlie Rogers is the right man for the job." When asked what part he was going to play in this new arrangement, he replied, "I don't know at this moment, but it will be sufficient to keep me busy for some time. What we should all be mostly concerned in at this moment is to see that the great number of orders for equipment are filled as quickly as possible."

Kennedy-Brown To Address 3 Meetings

(Continued from page 1)

regional convention will be held in New Orleans Sunday, November 11.

Colvin W. Brown will be the principal speaker at the Chicago meeting. Other Home Office executives who will address the convention will be Phil Reisman, General Sales Manager; Harry Scott, Short Subject Sales Manager, and J. F. McAloon, Manager of Exchanges Operations.

Dillon Read Floats Educational—W. W. Buy

(Continued from page 1)

largest producers of Germany and England with World Wide.

One of the first results of the arrangement is expected to be a breaking down of quotas recently imposed by foreign countries. Certain of these restrictions require that at least 50 per cent. of the pictures shown be of domestic origin. Because of the wide distribution which will be assured by the new arrangement, however, it is expected that a larger percentage of American films will again be admitted abroad in return for the increased foreign showings guaranteed in this country.

9th Birthday of Capitol Theatre

The theme song for "The Wind," "Love Brought the Sunshine" was composed by Dr. William Axt and David Mendoza of the Capitol's Music Staff. Other screen features include the noted star of "White Lilacs," Odette Myrtil in a Metro Movietone subject, and the Fox Movietone News. Midnight picture showings occur nightly at 11:30. There will be five de luxe performances Saturday and Sunday.

Graham Pathe Manager

INDIANAPOLIS.—Harry Graham, who has been identified with Pathe's Chicago branch for some time and who was previously short subject manager of the firm's former Double I exchange in the Windy City, has been appointed manager of the Indianapolis branch and has already assumed his new duties.



TRAVELERS select the Great Northern for its wonderful location in Chicago's "loop". They return because the large comfortable rooms, homelike environment, attentive service, excellent food and moderate charges make it an ideal hotel.

400 Newly Furnished Rooms,
\$2.50 a day and up. Sample
Rooms \$4.00, \$5.00, \$6.00, \$7.00
and \$8.00.

Walter Craighead, Manager
DEARBORN STREET FROM JACKSON
TO QUINCY
New Garage One-Half Block

You've been Looking for these — *for years!*



"Wooden Soldiers"
is one of 13
LAEMMLE NOVELTIES

"Come On Horace"
is one of 13
HORACE In HOLLYWOOD
COMEDIES

"Farmyard Follies"
is one of 13
OSWALD CARTOON
COMEDIES

THREE SENSATIONAL COMEDY BRANDS

(Running time for each 8 minutes)

You haven't booked them yet because
you didn't know we had them —

There isn't a FIRST RUN house in the coun-
try that can't improve it's program by playing
them all —

And there's plenty more where they came
from —

Ask your Universal Exchange to show you
"WOODEN SOLDIERS" -- "COME ON
HORACE" and "FARMYARD FOLLIES" —

As a BIG LEAGUE Showman you'll recognize
their value on sight.



Universal One Reel *Sensations!*

"Movietone News" Costliest Sound Reel

Cost Almost As Great As Average Feature Length Talkie

By W. R. W.

Probably the most widely booked set of pictures ever known in this industry is the Fox Movietone News. Of the 600 houses equipped for the showing of sound pictures there are exactly 593 of them playing either one or both of the weekly releases of this sound news reel. That is a record.

As has often been stated before, the Movietone News has had more to do with this sudden craze for sound pictures than almost any other element by virtue of the fact that by watching a series of news events in sound a person could easily visualize the great possibilities of this same sound in a feature length picture. The adaptability of sound to natural news events is more effective than sound placed in any other picture or pictures.

\$1,000,000 EQUIPMENT

We understand that the Fox organization has about 40 sound trucks for the photographing of news events scattered thruout the world. One was sent to the Orient the other day. There are two in England, one in Central Europe, another in Southern Europe, one in South America, one in Canada, one in the West Indies and some thirty-two in the United States. This equipment cost represents over \$1,000,000.

This cost for equipment and the additional cost of operators, laboratory expense and other incidentals makes this news reel the most expensive single reel ever known in this industry and if we would say that one reel of a movietone news would cost almost as much as the average feature length picture we would not be shooting far off the facts.

INVESTMENT RISK?

A lot of people would think that Fox has too much of an investment in this news reel. And if it is considered on the basis of 600 or even 2500 houses wired for sound, they be right, for it would take more than 3000 regular bookings to get him out of the bag on this particular piece of entertainment. But the sales organization is only selling five year contracts and, as suggested above, over 98% of the houses now wired are playing either one or both of the weekly releases. If there are two houses in opposition to each other, each one gets one a week. If the wired house has no wired opposition, then he gets both releases. So Fox might be taking it on the chin now but with the new sound equipment being set at the rate of 15 to 20 a day, and with the above percentage carried on for a while and all on a five year contract, things will begin to brighten up after a bit.

Right now, Movietone News, is the best screen entertainment obtainable, and that takes in long and shorts, with talk and otherwise.

Studio Gossip

Fox has bought for early production "Through Different Eyes," by Milton Gropper. Mr. Gropper is preparing the dialogue.

* * *

Sally Eilers and Mack Sennett have severed business relations. Miss Eilers will free lance.

* * *

Willard Mack has received a wire bidding for the screen rights to his play, "The Common Sin," for an all-talkie production.

* * *

Jimmie Adams, former Christie comedy star, has been signed by Pathe for one of the principal roles in "The Office Scandal."

* * *

Word comes from First National that "His Captive Woman" is the final title for "Stranded in Paradise."

* * *

Leslie Fenton, who appears opposite Phyllis Haver in her latest Pathe picture, "The Office Scandal," made a strong impression upon the Hollywood film colony by his portrayal of the leading role in the Los Angeles stage production of "An American Tragedy."

* * *

Jed Prouty has been given a comedy role in "His Captive Woman," the First National picture now in production under the direction of George Fitzmaurice, which co-stars Dorothy Mackaill and Milton Sills.

* * *

Alan Hale portrays a German character in "The Leatherneck," William Boyd's new Pathe feature now in production with Photophone recording.

WHITEMAN BAND TO START "U" FILM FEB. 16

Nat Goldstone, sound picture executive for Universal, who was in New York for several weeks, engineering contracts with various artists, acts and other talent for forthcoming Universal talking Pictures, is back in Universal City to resume his activities as a studio synchronization expert.

While in New York, his efforts resulted in a number of outstanding deals, the most notable of which was the signing of Paul Whiteman, the king of jazz.

Whiteman, will take his entire orchestra to Universal City February 16th next, for six weeks of picture synchronization and sound recording.

Gilks Honored By P-F-L Astoria Studio

Alfred Gilks, head cameraman for Paramount at the Long Island Studio since its reopening, was tendered a farewell dinner last night at the Astoria studio, on the occasion of his return to the West Coast studios today.

Gilks has been with Paramount since 1917 and has shot some 40 pictures in that time. He was presented with a wrist watch by John Butler, Eastern Production Manager, on behalf of the studio gang.

Tonefilm Confusion Leads To Biophone

(Continued from page 1)

seemingly been confused by the similarity in names to that of TONEFILM.

Weiss further announces that as per their promise to the exhibitors, by December first, they will be able to hear the BIOPHONE Machine in their own exchange cities.

Darmour to Produce all FBO Shorts With Photophone

BIG FIRST RUNS ON COLUMBIA PRODUCT

Columbia's "Perfect Thirty-Six" continues to bring in important bookings. The Michigan Theatre, Flint, Michigan, a new first run house has contracted for the output 100%.

The entire product has also been booked by the Empress Theatre, of Denver, Colorado, one of the most important first-run houses in its territory.

The Hippodrome, Baltimore, has booked "Driftwood" for the week of October 29, to be followed by "Sinners' Parade," on November 12.

FBO Producer Continuing Under Long Term Contract

Larry Darmour and the Standard Cinema Corporation will continue their producing and releasing arrangements with Film Booking Offices, for an indefinite period, it was learned yesterday.

Darmour has 28 more pictures to make under the existing schedule before the new schedule for 1930 is drawn up.

It is definitely arranged that Darmour will start production on this new schedule within the next month or so, all future shorts for FBO release to be made with Photophone synchronization and to be ready for release with sound next April.

Woodhull Resents A'lied Criticism of "Sell Out"

(Continued from page 1)

"My attention has been directed to a statement given out by H. A. Cole of Texas and broadcast through the medium of the trade press. It is very seldom that I reply to such nonsense but inasmuch as the expression 'sold out' has been used I feel constrained to make this statement.

"In the successful efforts of the Motion Picture Theatre Owners of America to build an organization which would be worth something to all exhibitors, fair and unfair criticisms have been made from time to time by various men. But it has remained for H. A. Cole of Texas to overstep all bounds of decency and honor by making the reckless statement that the Motion Picture Theatre Owners of America 'has sold out' to the producers and distributors."

"Since this statement was made in connection with our recent Toronto Convention, I assume that it was caused by the fact that at that session the Motion Picture Theatre Owners of America elected to membership on the Board of Directors representatives of so-called affiliated theatres. If this is what inspired Mr. Cole to make his unwarranted and untrue statement, then it is doubly unfair because in his own state organization he has admitted affiliated theatres to membership and has been accepting dues from them. If this constitutes 'selling out' to producers and distributors' then he has been 'sold out' for a long time.

"In years past it was considered smart to play underhand politics and bring careless charges against every man who made an honest endeavor to build up exhibitor organizations. I had supposed that this old stuff would never be resorted to again, but it is evident that Mr. Cole has an old fashioned idea that destructiveness will give him more publicity than constructiveness.

"I am proud of the present position of the Motion Picture Theatre Owners of America and I feel the great responsibility which has become mine since my unanimous reelection. I shall continue to give to the members the very greatest service of which I am capable, regardless of snipers."

"Lonesome"—"Melody of Love" Heavily Booked

Universal's first two talking pictures, "Lonesome" and "The Melody of Love" have reached the nationwide showing stage, with current and early presentations set in many centers.

The Butterfield Circuit in Michigan, the Loew Theatre in Houston, the Aldine Theatre (Locw) in Pittsburgh and the United Artists Theatre in Chicago, are the latest to set in one or both of these attractions. With the exception of the Chicago theatre, which so far is signed up for "Lonesome" only, the foregoing houses will play both talking pictures.

Schumann-Heink

Madame Ernestine Schumann-Heink, famous and beloved opera star, is now in Hollywood about to start work in a sound picture to be called "Motherhood."

In This Issue Joe Brandt Tells "What's Right With The Movies"

DAILY REVIEW

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 104

New York, Saturday, November 3, 1928

FIVE CENTS

Big Stunt

Through journalistic enterprise that arouses our enthusiasm, Motion Picture News covered the world premiere of "Noah's Ark," the new Warner Brothers colossal picture yesterday by Telephoto and Fotogram so that pictures and statements made in Hollywood at Grauman's Chinese Theatre on Thursday were reproduced in New York the next morning. Warner Brothers forwarded advertising copy by the same processes and the result was a matter for entire industry congratulation.

* * *

John Barrymore, Dolores Costello, Harry Rapf, Jack Warner, E. W. Hammons, Sid Grauman, Clarence Brown, Al Christie, Charles H. Christie, Efe Asher, Joseph M. Schenck and J. Stuart Blackton all signed enthusiastic tributes to the new picture and these were reproduced in their own handwriting.

We heartily congratulate Motion Picture News on this achievement.

* * *

Much talks about some pictures for educational uses.

The educational picture of the future will be both visible and audible. Through the vast resources of two great companies in spirited rivalry in the manufacture of sound devices and equipment, the money for development will be readily available. It is not to be expected that these companies will content themselves solely with the making of equipment. They will be in the business of making pictures before they are well aware of it.

* * *

The classroom of the near future will have professors and teachers brought from great distances and giving instruction through sight and sound, even in the little red school-house atmosphere. Learned men will appear before the camera and will deliver lectures that will be heard 'round the world. Chemistry can be taught with greater facility, plant life can be brought from distant countries and presented before the students, animal life similarly, and all branches of education will be broadened and made more available to pupils of all ages.

Contemplation of this picture is so fascinating as to be almost in the dream class, but the new development of service to mankind is now an existent fact.

ARTHUR JAMES

INTERCHANGE FOR "REELTONE" DEVICE

Final patents have been secured by Reeltone Corporation that make it interchangeable with all other synchronizing devices. This statement was issued today by Thomas G. Young an executive of the corporation. Basically Reeltone is a "disc recording device," but by virtue of these new patents they are enabled to record sound on the film.

18th Birthday For Pathe Newsreel

The Pathe Newsreel, is with No. 91, celebrating its 18th Birthday. A special review of world events, which happened during the life of the reel, is featured in this issue, out this week.

REXY OPENING SET FOR NOV. 9

The Stanley Co., of America will open another link in their chain next Friday, November 9th, in South Philadelphia, with the new REXY Theatre, which will seat 2,200 people.

There will be a matinee daily and two evening performances with Movietone and Vitaphone presentations. In opening this house, Irving D. Rossheim states "It is the finest theatre in South Philadelphia and will fill a long-felt want in this community."

The REXY Theatre, through its close similarity to another name, has no connection whatever with the Roxy Theatre enterprises in New York.

200 For "Lilac Time"

Today marks the 200th performance of "Lilac Time," First National's sound picture starring Colleen Moore, at the Central Theatre. The run of this picture will continue indefinitely.

Mrs. Novak Dies

Mrs. Sally Novak, sister of Mrs. Joseph H. Seidelman, wife or the assistant manager of the Paramount Famous-Lasky Foreign Department, died early yesterday at the Reception Hospital, from injuries received in a fall from a horse in Central Park.

She was a member of Paramount's Short Feature Department.

"Careful, Mr. DeMille"

A Hollywood correspondent reports that Clive Brook, intent on getting a speech over in a talkie sequence on the Paramount sound stage, sort of got mixed up in his lines and in a fit of anger, gave his knee a terrific slap. Results being that every recording instrument on the set blew out as a result of this slight concussion.

Imagine what might happen on the DeMille-MGM set when "C. B." gives an order to 31 or 36 of his assistants who will all reply, "Yes, Mr. DeMille." The explosion will probably be heard in Spain.

\$8,400,000 VITAPHONE 1st NAT'L FEATURES

Hollywood — the talking picture budgets of the major companies are rapidly assuming shape and exhibitors may shortly have a complete line-up for their disposal of dates, for this coming year.

It was yesterday ascertained that First National pictures would be synchronized with Vitaphone, of which there will be 56, to cost approximately \$8,400,000.

Universal Pictures will make 22 Movietone features at a cost of \$4,000,000. Mack Sennett is spending \$1,500,000 for his sound equipment and 37 standard comedies and three 8-Reel features with RCA photophone.

(Continued on page 2)

"MARRIAGE CONTRACT" IN EMBASSY NOV. 9

Tiffany-Stahl are announcing the world premiere of "Marriage by Contract" featuring Patsy Ruth Miller and Lawrence Gray.

The picture will open at the Embassy Theatre on Friday November 9th.

GOLDSTONE OPENS N. J. MET. STUDIOS MONDAY

Phil Goldstone announces that after a year of preparation that the Metropolitan Studios at Fort Lee, New Jersey, the largest and most complete Sound Studio in the East, opens for operations on Monday, November 5th.

This will be a gala event for the Metropolitan organization and a gala event for the exhibitors who

(Continued on page 2)

"SONORATONE" NEW ACOUSTIC NAME

At a luncheon yesterday given by Charles R. Rogers to P. L. Deutsch Pres. of Acoustics and Sonora, it was announced that the name of Bristolphone as a trade-mark of the talking picture apparatus just acquired by the Deutsch companies was now being dropped in favor of a new trade-mark, called Sonoratone.

The change was occasioned by the greater reputation of the Sonora machine, in the record reproducing field.

The new organization, which has taken over the Bristol sound studio in Waterbury, will introduce an innovation in the records for the con-

(Continued on page 2)

Midwesco Shakeup

Stan Brown Resigns—Other Department Changes

Milwaukee—Recent uneasiness in the Midwesco Chain of Theatres may shortly manifest itself in a general shakeup, which has possibly started with the resignation of Stan Brown, one of the most prominent district managers in the chain.

A number of house managers in other Milwaukee cities may shortly leave the circuit and several departments reorganized.

The reason for the unrest, according to report, is the lagging business for the past few months in the key houses of the chain, caused by the lack of good product, occasioned by withdrawal of M-G-M product for one, in Milwaukee, and by opposition of Orpheum Circuit houses, taking the best from Fox competitors.

UFA EASTERN DIST. HAS PRIOR RIGHTS

The UFA Eastern Division Distribution, Inc., which includes the New York, New Jersey, Connecticut, Rhode Island, Maine, Massachusetts, New Hampshire, Vermont, Delaware, Maryland, Virginia, West Virginia, Pennsylvania, and District of Columbia, through exclusive franchise, has decided to help co-ordinate the distribution of UFA films by Educational Pictures, Inc., who has just bought a half-interest in World Wide Pictures.

Dave Brill yesterday stated, that regarding simultaneous releases of UFA product, his company has prior rights and first call, subject to selection by P-F-L and M-G-M, on all motion picture subjects produced by UFA, up until January 1st, 1933.

DAILY REVIEW

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Joe Blair, West Coast Representative, 1255 Taramind Avenue, Los Angeles (Phone Hemstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema," 80-82 Wardour St. London, W. 1.

Canadian Office: Canadian Moving Picture Digests, 259 Spadina Ave., Toronto, Canada.



Emil Jensen, Joe Schenck's personal representative here, says he is going to be a rich man or very much vice versa right after election—depending a lot on whether Al. Smith carries New York or whether Hoover is the one who does that little act . . . Ernie Maas, who was responsible for the production of all shorts in the Paramount Magazine before the Astoria studio closed and who more latterly was supervising production in Hollywood for Fox Films, is back in New York looking over sound studios. . . . Jim Tully and Dr. Lee DeForest are billed as the attractions at the A. M. P. A. luncheon for next Thursday, and Paul Benjamin, the supervising architect of the A.M.P.A. shows is going to be surprised if there is not a record attendance . . . Mort Shaw of the wild and woolly thatch, is a back slider, having bought himself a hat and he says his trouble always has been to find one big enough . . . Denny Harris, Pittsburg theatre impresario, arrived in New York yesterday for a stay of a couple of days while he looks them over—meaning pictures . . . William Vogel, vice president and general manager of Pathe International Corp., arrived in New York yesterday from Europe for consultations with home office executives . . . Michael J. Gouland, president of Affiliated European Productions, returned to New York yesterday after a two months stay in Europe lining up his production . . . Pete Woodhull is back western wilds, and someone must have been feeding him meat the way he goes after the affable Col. Cole, of Texas, who has an idea that the M.P.T.O.A. sold out to somebody or something . . . Otta B. Mantell has resumed his old job with United Artists, now being sales manager for Central and South America, according to information sent out from the office of Arthur Kelly . . .

"What's Right With The Movies"

(Twelfth of a Series by Industry's Leaders)

By JOE BRANDT

President Columbia Pictures Corp.

There never can be anything fundamentally wrong with an industry that continually makes progress.

Even the most skeptical will admit—grudgingly perhaps—that the "movies" have made enormous strides in every one of its various phases from its early inception to date.

I have been actively identified and allied with the motion picture industry in one capacity or another since the days when a 200-foot subject was a novelty and a single reel a film classic. I have sat with it during its tender, early years, and watched the "infant" of a new form of entertainment struggle to its feet and learn to walk. I have seen the industry grow in stature and strength, and have been sympathetic of its growing pains. I have seen it beset on all sides—from enemies within and enemies without. I have seen it emerge—stronger than ever before—from period after period of doubt, darkness and dispute.

Never have I lost my faith in the motion picture industry—and, what is perhaps of more importance—neither has the vast public that has nourished and helped bring it to its present state of development.

So far as potentialities are concerned, the motion picture industry is starting out along a new and unplotted road. This has been sharply—and somewhat hectically—brought to our attention by the recent hysteria in connection with sound pictures. Where the new road is going to lead, no one at this particular moment is in position to state with any degree of certainty and definiteness.

The "movies" are now in a period of transition. To revert to our simile, the child, having learned to walk, is now learning to talk. Most of its utterances are gibberish—crude and ineffectual attempts to express itself and make itself understood in a new medium. But give it time! It's learning—and learning very fast. One need have no fears that the "movies" will not come

through its new phase of growth and development as it has come through the others, more entertaining and more beloved by a public that has taken it so closely to its heart.

If I were not limited by the subject of my thesis, I could touch right here on the changing complexion of the industry—reflected in the mergers and the marriages with the electrical and radio industries. But of the outcome, I have no fears. The future is rich and fertile in vast possibilities for extension into a broader and more universal field of entertainment.

This much I will say, however: Regardless of anything, the motion picture industry will remain as an important factor in the social and industrial life of the entire world despite the fact that it will periodically undergo metamorphosis and radical change. The industry has progressed, is still progressing—and, in the final analysis—must continue to progress. This to me is proof conclusive that the answer to "What's Right with the Movies?" is—everything.

M-G-M AWARDS \$10,000 PRIZE TO COW-GIRL

Tad Lucas, Fort Worth cow-girl, was crowned the Champion Cow-girl of the 1928 World Series Rodeo at Madison Square Garden Thursday evening. George Jessel, prominent stage and screen actor, presented the \$10,000 Metro-Goldwyn-Mayer trophy to the winner—an award which was won last year by Miss Florence Hughes, of Ardmore, Oklahoma, but which must be captured three times in succession by the same contestant before permanent possession is assured.

Goldstone Opens N. J. Met. Studios Monday

(Continued from page 1)

will shortly be in a position to get Metropolitan Short subjects and the Metropolitan Road Show Specials. Goldstone further announces that not only will Metropolitan pictures be produced there, but the studio will be available to any producer who will make high-class Sound Pictures and Metropolitan Studios will also synchronize pictures already produced, with music, sound effects and in many instances talking sequences.

\$8,400,000 Vitaphone 1st National Features

(Continued from page 1)

Fox has already listed 12 features, with a greater number soon to increase this amount.

Trem Carr, independent producer (Rayart) at the Sennett Studio, will spend \$1,000,000 on eight feature length talkies. Famous Players will make 45, Warner Brothers 40, Christie, 36.

Second Fables In Sound Started Today

"Stage Struck," the second of the Pathe Aesop's Sound Fables to be synchronized by the RCA Photophone process will be recorded at Sound Studios, Inc., in New York, today.

Josiah Zuro is in charge of the recording and will lead the orchestra while Paul Terry and John Foster, co-author's of the fable, will cooperate with effect director, Morris Manne in accentuating the laughs via audible accompaniment.

"Sonoritone" New Acoustic Name

(Continued from page 1)

venience of projection, in that 18-inch records will be manufactured, one set of records for machine No. 1 carrying the synchronization for reels 1-3-5-7 of a feature and the other set for No. 2 carrying reels, 2-4-6-8.

There are about 70 Sonoritone machines ready for installation at this time. Deutsch commented on the resynchronizing feature of the machine which aids the projectionist in that bring his records back in to time instantly, should a break occur. Demonstrations of the machine will be held at the Sonora headquarters on 57th Street and will also be shown in an 8th Avenue theatre soon.

Deutsch commended Rogers very highly and also spoke very encouragingly about the future of the talking pictures and of his associates in the deal.

Perez With P-F-L

Paul Perez, former United Press writer and film man, has been engaged by Paramount to title Elinor Glyn's "Three Week Ends," starring Clara Bow.

"TAVERN KNIGHT" 1st BARRY-VITA.

The widespread speculation concerning John Barrymore's first Vitaphone talking picture was set at rest today with an official announcement from J. L. Warner that Mr. Barrymore's initial vehicle will be "The Tavern Knight" by Rafael Sabatini. Warner Bros., believe they have made a perfect choice in this popular novel which is one of the famous author's best known works.

Zakoro Gets Rights To U. S. Prima Vox

The new Prima Vox, the sound equipment invented by Walter Altshuler, an engineer, has been purchased for distribution rights throughout the United States by the Zakoro Film Corp., picture distributors.

The equipment will be used for road show purposes and will enable theatres in small towns to have sound pictures at once.

Hamilton Signed

Neil Hamilton has been selected to play opposite Colleen Moore in "Why Be Good?" Miss Moore's starring vehicle which will follow "Synthetic Sin," which is still in production. William A. Seiter will direct "Why Be Good?"

"Phantom City" Ready

Prints of First National's new Ken Maynard release, "The Phantom City," will soon be ready for shipment to the company's exchanges. The picture was shown at the home office this week. It is scheduled for December release.

Picture Reviews

"Varsity"

PARAMOUNT.

Directed by.....Frank Tuttle
Story by.....Howard Estabrook
Featuring Chester Conklin, Mary
Brian and Charles Rogers

THE PERFORMANCE GIVEN BY CHESTER CONKLIN IN THE CHARACTER OF "POP" CONLAN, LIFTS THIS PRODUCTION OUT OF THE DEPTHS. THE STORY HAS BEEN DONE ON ANY NUMBER OF OCCASIONS, SOMETIMES BETTER.

The plot centers around three people; "Pop" Conlan, a janitor at Princeton, who in reality is the father of Jimmy Duffy, who falls for Fay, the girl in a Wild West troupe. Jimmy drinks, worries "Pop" and Fay, collects money for a college charity and it is lifted by Luke while he is drunk. "Pop" and Fay set out to right all wrongs and, of course, see that everything ends happily. A college picture without a foot-ball game. Original.

Frank Tuttle, the director, has made the best of a poor yarn. He has some nice shots on the Princeton campus. But Chester Conklin is the whole show.

"Ned McCobb's Daughter"

PATHE.

Screen Story by...Beulah Marie Dix
Directed by.....William J. Cowen
Featuring Irene Rich, Robert Armstrong and Theodore Roberts

A FINE, GRIPPING STORY. STRAIGHT DRAMA INVOLVING NOT ONLY A GOOD BOOTLEGGING PLOT BUT EXCELLENT CHARACTERIZATION. THIS HAS GREAT BOX-OFFICE ANGLES AND SOUND BOX-OFFICE VALUE.

The picture deals with the marriage of Ned McCobb's daughter, Carrie (Irene Rich), of the family of sturdy, honorable, sea-faring New England McCobbs, to a miserable weakling, George Callahan (George Berraud). In order to save him, George, from jail, Carrie goes into the bootlegging racket with George's brother, Babe (Robert Armstrong). The story concerns itself with the elimination of George and the admirable love of Carrie and Babe.

The direction is splendid and done with restraint and a fine appreciation of suspense. Irene Rich and Robert Armstrong do excellent work and it's a pleasure to see Theodore Roberts again. He is still a splendid actor and his role is all too short.

Revier With Powers

Harry Revier, pioneer director and producer, will direct an all-talkie picture for P. A. Powers to be recorded via Powers Cinephone. The picture will be made from a play, now having a successful run on Broadway.

"The Midnight Taxi"

WARNERS-VITAPHONE

Directed by.....John Adolphi
FeaturingAntonio Moreno
Helen Costello, Myrna Loy, Wm. Russell.

A PLEASING CROOK MEL-ODRAMA WHICH EXCELLS IN THE LATTER HALF OF THE PICTURE. SUSPENSE IS KEPT UP NICELY IN THIS HALF AND THE CLIMAX FURNISHES A SIGH OF RELIEF. THE ENTIRE CAST EXCEPT LOY ARE ADEQUATE.

A couple of rum-runners cook up a liquor deal of large proportions. One plans to double-cross the other and get away with his share of the purchase money. To play safe an unknown girl is selected to innocently carry the money to Vancouver, along with the gang. She, in reality, is after the crooks who stole \$200,000 in bonds and framed her fiancée. The real double-crossing crooks almost succeed in stealing the hero's money and placing another crime on his shoulders, but everything works out nicely with the bad boys caught at the Canadian border.

With a slightly heavier part, Tom Dugan, as the stuttering gangster, would have stolen this picture. Both Myrna Loy and Moreno are miscast, while Russell is only fair.

"The Red Mark"

PATHE

Direction.....James Cruze
Featuring Gaston Glass,
Von Seyffertitz, Nina Quartaro
Photography.....Ira Morgan

A DRAMA OF FATHER AND SON, SET IN AN UNUSUAL LOCALE, VIZ: A FRENCH PENAL COLONY. WHILE OF A SINISTER CHARACTER, THE PRODUCTION IS A BIT INCREDULOUS AND UNREAL. STILL, BECAUSE OF ITS DEPARTURE FROM STEREOTYPED PICTURES, IT WILL INTEREST MOST AUDIENCES.

The Governor of the penal colony, a saturnine and vile executioner at heart, has not seen his beloved son for many years. He happens to be a prisoner in this colony, who is receiving a pardon shortly. The son falls in love with a girl of one of the inmates (in this colony, all are allowed a chance at home life and the pursuit of some occupation), but unfortunately, the Governor also sets his eye on her and attempts to remove the youth (his son) from his path. For assaulting an officer, the lover is condemned to die, and on the scaffold, just in time, his identity is revealed to his father and his life is saved.

The leading lady (who is just a mite in size) is unconvincing in this role, although she does good work. She appears a trifle immature, von Seyffertitz is always splendid, and Gaston Glass is good.

"Marked Money"

PATHE.

Directed by.....Spencer Bennett
Story by.....Howard Green
Featuring Junior Coughlan with Bert Woodruff and George Duryea

GOOD DRAMA DIRECTED BY PATHE'S FAMOUS SERIAL DIRECTOR. HAS A BANG-UP FINISH AND HOLDS THE INTEREST THRUOUT. THE KIDS WILL LOVE IT AND THE OLDER ONES WILL TAKE THE KIDS.

Junior Coughlan is the boy who causes all the trouble, because when his father died he requested Capt. Fairchild (Bert Woodruff), to take care of him and the \$25,000 he had saved for the child's education, etc. There's a gang of thieves after this booty and the action of the picture concerns the foiling of their plans by Junior and the happy ending where-by the aviator hero is finally accepted by the retired sea-faring captain, who always hated "those flying fools."

Coughlan is fine as is Bert Woodruff and the comedy relief is well-handled by Tom Kennedy. George Duryea and Virginia Bradford do well enough as the hero and heroine of the love interest.

"The Haunted House"

FIRST NATIONAL.

Scenario and Titles by...Richard Bee
Directed by...Benjamin Christiansen
Featuring Chester Conklin and
Thelma Todd

FAST MOVING MYSTERY THRILLER. LOTS OF ACTION. THE STUFF THAT EVERYONE GETS A KICK OUT OF AND GOES TO SEE. ALWAYS A GOOD BOX-OFFICE BET. WITH ADDED SOUND EFFECTS, IT IS EVEN MORE EFFECTIVE.

This time it's a story about Uncle Herbert (Ed. Breese), whom his money-grabbing relatives are trying to kill off for his gold. He pretends he's dying and by forbidding his relatives to enter his house, wherein a large sum of money is supposedly hidden, he gathers them all together there and gives them the time of their lives with hired spooks, etc. Of course, the villain is discovered and the happy ending comes along just as all happy endings should.

Chester Conklin is always good for a laugh and the rest of the cast is entirely capable. There's good direction that hits a good pacc and sticks to it.

Warner Club Today

The Warner Club at the home office in New York is holding a big affair to-day over at the Vitagraph Studio in Brooklyn, which will shortly be reopened for sound production by Warner Brothers.

It will be the biggest affair put on by the employees, and a fine entertainment program has been arranged.

"Legend Gosta Berling"

SWEDISH.

Directed by.....Mauritz Stiller
Featuring...Greta Garbo-Lars Larson

THIS FOREIGN PRODUCTION IS HARDLY UP TO STANDARD OF AMERICAN FILMS IN CONTINUITY, DIRECTION AND PHOTOGRAPHY, BUT IS NOTE-WORTHY FOR DR. LAGERLOF'S STORY AND FINE WORK OF GARBO-HANSON-KAMMEREN AS COUNT HENRIK AND ELLEN CEDERSTRON.

The story features in its leading roles both Garbo and Hanson, and was made prior to their Hollywood work, but there is nothing in their performances they need be ashamed of. It is a typical tale of Norwegian sternness and intrigue over property rights and rigid moral concepts. How a spoiled son can come completely under the domination of his grasping mother, who seeks to pass on rights to the estate to the son, even to causing him to cast off his wife, so that she does not share in it, forms the meat of this tale.

Only a few exhibitors will care to run this for their patrons, as most audiences will walk out on it. If your fans want intelligent thought in a picture, you can take a chance.

"Mask of the Devil"

METRO-GOLDWYN-MAYER.

Directed by.....Victor Seastrom
Featuring John Gilbert,

Alma Rubens, Theodore Roberts
Story by...Wasserman-Gade-Marion

A RED-HOT TYPICAL GILBERT LOVE STORY OF THE TYPE THAT MADE HIM FAMOUS IN EARLIER DAYS—HAS LOADS OF FEMININE BOX-OFFICE APPEAL AND WHICH, IF THE UNHAPPY ENDING IS CHANGED, WILL BE A CLEAN-UP. DIRECTION AND CAST GREAT.

Story concerns a fashion-plate heart-breaker, an irresistible (to women) and cruel philanderer who has no scruples about betraying each new love. He is finally shot and killed by a friend, whose trust he has betrayed, in loving his fiancée. The death of Gilbert adds no strength to the picture, as audiences are led to still hold out hope of his eventual reformation, and after all he should not be made to die; for making love to the other fellow's girl.

Eva von Berne scores a hit in this picture and Robert Forbes likewise comes to scratch.

Hanaphone Sold For English Distribution

The "Hanaphone" talkie system, which is now in use in American cinemas, is to be handled in London by an all British company.

Look to Eastman

Panchromatic motion picture film, now used in practically every important production, represents one of the many contributions, nothing short of revolutionary, made to the art by Eastman scientists.

In the future, as in the past, look to Eastman for advances that will help the motion picture industry to attain still higher levels of artistic achievement.

EASTMAN KODAK COMPANY

ROCHESTER, N. Y.

In this Issue Irving D. Rossheim Tells "What's Right with the Movies"

DAILY REVIEW

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 105

New York, Monday, November 5, 1928

FIVE CENTS

The Art Arty

The Cinema Art Theatre movement has been given its best and most important impetus in the opening of the Little Carnegie Playhouse at 146 West 57th Street, New York. Its managing director is Michael Mindlin and its personal supervisor is Beatrice D. Mindlin. Mr. Mindlin has made a success of the Fifth Avenue Playhouse and the 55th Street Cinema, but the new theatre is a big jump ahead of both of these efforts and the small theatre gesture in Brooklyn.

It is beautifully equipped and in addition to a commodious auditorium has a large lounge, a ping pong court, a miniature ballroom, tables for bridge in the salon intime and an art exhibit in the foyer. The whole atmosphere is of the highest class and the artistic adornment in the modernistic school. Mr. Otto Kahn is reported as being interested in the venture and this will assure a certain social prestige as well as that of adequate financing.

Fanny Hurst in writing for the first night program says: "Upon such a perfect little temple of the youngest art as the one in which you are now seated rests the white hope for truth and beauty of motion pictures. Let the pictures which enter here leave mediocrity behind". Miss Hurst also refers to this little playhouse as one of the "small crucible of idealism".

The movement is extending to Boston and Chicago and there is every promise that there will be a chain of Cinema Art Theatres which will provide an outlet for films of a type that are not popular with the masses but which do have a definite value and which should have a place in the cinematic scheme of things.

The movement puts the cinema into dinner jackets and pretty frocks and affords the note of distinction which delights the eye of an interesting group in sufficient numbers to make the ventures profitable if the quality of entertainment is not strained. The Little Carnegie Playhouse is an artistic delight and it has an uncommonly good ventilation which hitherto has been minus in the art arty efforts of the screen.

ARTHUR JAMES

Preparations Under Way to Combat Tax and Censorship Laws in 43 States

SMITH CLOSES BIG STANLEY CONTRACT

E. J. Smith, general manager for Tiffany-Stahl, returned to New York Saturday from Philadelphia and Washington where he closed the entire Stanley circuit of theatres on "Marriage by Contract". The opening booking is to be played at the New Theatre, Baltimore, the latest of the Stanley houses.

After this opening, it will play simultaneous runs in the "A" houses of this circuit throughout District of Columbia, Maryland, Pennsylvania and New Jersey.

Laemmle W. C. Bound

Carl Laemmle, President of Universal left New York Saturday on the Century, bound for Hollywood, where he will only stay a short while. Laemmle will confer on production problems for next season, with studio executives.

T-S Producers Bound for Japan Mission

SAN FRANCISCO—A Tiffany-Stahl production crew headed by Howard C. Brown are on the high seas bound for Japan, to produce a Tiffany Color Classic of the picturesque ceremony of the accession of the Japanese Emperor.

In addition to this ceremony, a Tiffany Color Symphony entitled "A Japanese Carnival" is to be made with Japanese actors in the leading roles. Original weird Japanese music will be used for the synchronization of this picture.

Ernest Torrence Cast

Ernest Torrence has been assigned by M-G-M to an important role in John Gilbert's next picture, "Thirst". Mr. Torrence was last seen with Gilbert in "The Cossacks".

Capital Anniversary

This week, the 9th Anniversary of the Capitol Theatre is being celebrated in New York, with a fine special program. Major Edward Bowes, Managing Director, is appearing on the stage to welcome the theatre's patrons.

Legislative Sessions 1929

Arizona	Jan. 14
Arkansas	Jan. 14
California	Jan. 7
Colorado	Jan. 2
Connecticut	Jan. 9
Delaware	Jan. 1
Florida	April 2
Georgia	June 26
Idaho	Jan. 7
Illinois	Jan. 9
Indiana	Jan. 10
Iowa	Jan. 14
Kansas	Jan. 8
Maine	Jan. 2
Maryland	Jan. 2
Massachusetts	Jan. 2
Michigan	Jan. 2
Minnesota	Jan. 8
Missouri	Jan. 2
Montana	Jan. 7
Nebraska	Jan. 1
Nevada	Jan. 21
New Hampshire	Jan. 2
New Jersey	Jan. 8
New Mexico	Jan. 8
New York	Jan. 2
North Carolina	Jan. 9
North Dakota	Jan. 8
Ohio	Jan. 7
Oklahoma	Jan. 8
Oregon	Jan. 14
Pennsylvania	Jan. 1
Rhode Island	Jan. 1
South Carolina	Jan. 8
South Dakota	Jan. 8
Tennessee	Jan. 7
Texas	Jan. 8
Utah	Jan. 14
Vermont	Jan. 9
Washington	Jan. 14
West Virginia	Jan. 9
Wisconsin	Jan. 9
Wyoming	Jan. 8

Industry to Hold Enemies to Strict Accountability

Forty three state legislatures beginning with sessions in January and continuing to June, will give the motion picture industry food for thought at an early time.

The movement for censorship abolishment seems ripe, as that institution has outlived whatever value it may have had, but more than this activity, adverse tax legislation and anti-block booking bills are expected in a number of states.

The schedule for legislative sessions for 1929 is given in the column adjoining.

The Film Boards of Trade secretaries and exhibitor committees are now cooperating in defense of the industry and already the preparations for meeting adverse conditions are under way.

This year, as never before, the friends and enemies within the business will have to stand up and be counted, as the industry will hold the bolsheviks and malcontents fully responsible for their attitude and activities.

Wuerker with Fox

Al Wuerker, for many years associated with Fred Thomson, Western star, as director and production manager, has been placed under contract by Fox Films. He has been assigned to direct a feature length production. Jeff Lazarus, formerly publicity and advertising director of the Western division of William Fox Circuit of Theatres, will supervise the forthcoming production.

New "U" Policy Splits Country into East-West Divisions

JENSEN LOSES \$4,500 THEATRE SUIT TO FBO

SEATTLE—Walter F. Jensen, theatre owner, who formerly had the Melrose Theatre, was the loser in one of the most tricky theatre deals in this territory, losing a judgment of \$4,500 to FBO.

(Continued on page 4)

Schlanger Made Assistant Gen. Sales Manager

The deserved promotion of Ted Schlanger to Assistant General Sales Manager, and the early appointment of several new District Managers, are announced by Carl Laemmle in making public a new alignment in the Universal sales organization.

(Continued on page 2)

DAILY REVIEW

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Joe Blair, West Coast Representative, 1255 Taramind Avenue, Los Angeles (Phone Hemphstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour Street, London, W. 1.

Canadian Office: Canadian Moving Picture Digests, 259 Spadina Ave., Toronto, Canada.



New York:—Harvey Day, just back from Washington, says he intended getting some inside information on the election results and make himself a little change, but Mr. Coolidge was tied up in a conference so he didn't get to see him . . . Harry Reichenbach is writing the story of "The Stowaway" for a big picture Universal is to make of the kid who got the free trip to Germany on the Zeppelin . . . Eddie Golden, cherubic smile everything, is back from a mid west trip during which he found everybody clamoring for Universal sound pictures . . . Dave Strumpf, FBO advertising art chief, has returned from Quebec where he spent a week playing around with Mr. Frontenac, a prominent distiller . . . George Marion, Jr., ace Hollywood title writer, and the best southpaw pitcher in the film colony, is in New York and registered at the Harvard Club and after seeing some Broadway shows will sail for a ten weeks trip to the other side . . . Charlie Burr, who has been in New York for the past three weeks, has bought himself a lot of musical comedies for Johnny Hines and will leave for the coast next Saturday . . . Billy Brandt, who is staging the big party at the Motion Picture Club tomorrow night, is also putting on one of his own with fifteen guests . . . Julius Stern, of the comedy making team of Stern Brothers, has been ill for several days and confined to his hotel . . . Colvin Brown left Saturday for Chicago where he presided over a Pathe sales meeting of middle west salesmen . . . George Jessel has signed up with Tiffany-Stahl to make a song picture entitled "Luck Boy" and most of the picture will be made in New York . . . Jack Harwood, with many friends among the exhibitors here, has been re-elected president of the Cleveland exhibitors organization . . .

"What's Right with the Movies"

(Thirteenth of a Series by Industry's Leaders)

By IRVING D. ROSSHEIM

President of First National Pictures

Motion pictures are to a great degree responsible for the general prosperity of the country, to the improvement in the general living conditions of the people. They have brought the different sections of the country closer together, interpreting the Westerner to the Southerner and the Easterner, and the other way about. They have helped make the nation more homogeneous, raised the solidarity of the nation. That is one thing that is right with the movies—and it's a big thing.

The movies show one half of the nation how the other half lives. They have developed mutual understanding; been a sort of national public school in which the pupils have been the patrons of the motion picture theatres of the country whatever age, color or creed.

The child of thirteen today knows more about the United States, the conditions of life in the various sections, than the man of thirty, with an average education, knew before motion pictures were perfected and became the most popular form of amusement.

The child of parents unable to provide them with the luxuries of life — with motor cars, phonographs, radios, electric washing machines, and other equipment considered essential in many households — has seen that others in circumstances not so much better than their own manage to get them and make life more livable and they imbibe the ambition to succeed, to raise the standard of living in their own families.

It is no exaggeration to assert that millions of young boys and girls have felt the first stirrings of ambition as a result of seeing on the screens of their local theatres pictures that teach that application and industry will bring them some of the good things of life they have missed.

Motion pictures have been a disseminator of civilizing influences, the cause of introducing new inventions that have made work easier, and play more enjoyable. They have proved salesmen of higher standards of living, and of culture. There can never be anything radically wrong with an industry that can accomplish these things as a by-product of entertaining the public, which remains and always will be the chief function of the motion picture.

New "U" Policy Splits Country into Divisions

(Continued from page 1)

Schlanger, highly recommended to Mr. Laemmle by Lou B. Metzger, Universal's new General Manager, and by M. Van Praag, who succeeded Metzger as General Sales Manager, takes office Monday as Van Praag's right hand man. For the past eight months Schlanger has been Eastern Sales Director for the Laemmle organization.

A further step away from the three grand division plan, East, West and South which marked Universal's sales territories several years ago and the more recent two grand division plan, East and West, divided by the Mississippi, has been brought about to conform with changes in the distribution and sales end of the industry.

Closer contact is sought with the exhibitor in Universal's new plan, and closer supervision over the various territories. Heretofore two sales directors in the home offices have divided supervision of the entire United States and Canada between them, with one or two assistants or district managers each.

Under the new arrangement, there will be more district managers, and the district managers will have increased supervision over their respective territories. It is likely that each district manager will have four or five exchange territories under his jurisdiction.

Fast Thinking

There is a story going the rounds that Harry Reichenbach, demon publicist, having read of the stunt pulled by the Hearst papers in placing a stowaway on board the Graff-Zeppelin, got red in the face with envy.

Not to be outdone, Harry conceived a yarn while taking the last two gulps of a cup of coffee, grabbed a phone and sold it to Universal for a picture.

It will be known as "The Stowaway" and will be put in to immediate production.

TWO PATHE SALES MEETINGS HELD

With Joseph P. Kennedy, Official Advisor, and Colvin W. Brown, Executive Vice President, as the principal speakers, in Los Angeles and Chicago respectively, the Western and Central Divisions of the Pathe sales organization held sales meetings simultaneously yesterday (Sunday) to discuss the aggressive sound picture program.

In addition to Vice President Brown, home office executives who addressed the Chicago session at the Blackstone were Phil Reisman, General Sales Manager; Harry Scott, Short Subject Sales Manager and J. F. McAloon Mgr. of Exchange Operations. Stanley Jacques, Central Division Sales Manager and the following Branch Managers were in attendance: H. S. Lorch, Chicago; J. A. Harris, Cincinnati; W. E. Branson, Des Moines; H. Graham, Indianapolis; W. A. Aschmann, Milwaukee; J. H. MacIntyre, Minneapolis; R. S. Ballantyne, Omaha; E. S. Olsmith, Kansas City; C. D. Hill, St. Louis and H. P. Zapp, Detroit.

Liebeskind Joins W-A As N. Y. Sales Head

Nat Liebeskind has resigned his post as a special representative for the Fox Movietone, to associate himself with the Woody & Adler organization in the capacity of sales manager of the newly opened W-A exchange at 729 Seventh Avenue.

Roxy Election Returns

S. L. Rothafel announces that nation-wide returns of the election will be announced at the Roxy Theatre on Tuesday evening.

There will be five de luxe performances on Election Day, the last one beginning at 11:00 P. M., the audiences being informed of the progress of the election intermittently during the performance.

New Mexican "Beaut"

Robert Flaherty has delivered Senorita Delia Magana to the Fox lot for seasoning. This is the Mexican music hall beauty that has caused West Coast studio officials a lot of worry recently. She was discovered by Flaherty who was on a location hunt for his Indian epic he is to make for Fox. She wanted plenty of money to desert that "dear Mexico" and she probably got it.

WAFILMS, Inc.

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WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

GOSSIP OF LONDON

By LIONEL BURTON

LONDON—in the autumn—nearing actual winter.

I find, as a total and utter stranger, an odd condition existing in the local realm of the cinema. As an example I discover that what with quotas and things there is more money now from the financiers for the making of cinematigraphics or movies as the Bowery has it. Two millions in pounds sterling have been placed atop three million pounds sterling in a matter of 48 fortnights to improve and enhance British excellence and promote British status in the cinema international relation. A tidy sum and redoubtable results too, what with the Wilcoxes with an almost Yankee smartness for the international thing and the American market never out of view, together with Bromhead, always accepted as a fine example of leadership in British cinema progress. What shall happen of it? Nothing but good and the crashing—a great Yankee word—of the American market through the box office is of course an idea in a decade.

It may interest American readers to know that dear old Bioscope refers to Lillian Rich as a "pantomime babe" and announces with quite a heavy solemnity that only ten years ago she played one of the "Babes in the Wood at the Lyceum". Now what's the average age of a babe in the wood? If it's three, Lillian Rich must now be all of thirteen years of age—a nice age when one passes it.

The same cinema journal gives space to the very occupied time of Mr. William Bosco which my American experience tells me is the same name employed by a snake eater who bit off the heads of serpents and when hungered ate them alive. However it must have been that the American was trading on the name of a famous theatre and cinema gentleman for Bioscope says of him: "Mr. Bosco has always taken the greatest interest in his make-up necessary for the variety of parts he plays. I saw a still picture at the studio of his Lord Palmerston, an extraordinary striking character study. Mr. Bosco has to be careful to see that his name is included in the cast of any film in which he plays for he often makes himself quite unrecognizable even to his own friends."

It occurred to me quite as a possibility that Mr. Bosco would and possibly does worry his wife quite a bit by the art and convincing nature of his make up. Or it might worry Mr. Bosco as well were he to be greeted in the boudoir with the wifely observation: "But, yes, Lon Chaney, suppose my husband should arrive at any moment?"

My total unacquaintance with cinema conditions must be my full excuse for the lack of quality in the correspondence but as I can't be as big an aw as Haanen Sweffer (one must be born to it) I must rely on your patience until I know as much as you may desire.

VITACOLOR DEAL FOR EDUCATIONAL FILMS

LOS ANGELES—Negotiations are under way between officials of the Vitacolor Corporation and national agencies representing education film companies and clinical laboratories—two fields in which the new color method is said to be particularly well adapted—following showings of the process before physicists of the California Institute of Technology, motion picture studio representatives, professional photographers, newspapermen and others, and, more recently, before members of the Pacific International Photographic Association at their convention in Portland.

While special film tests are underway in the Vitacolor laboratories to insure availability of the process for the professional field at the earliest possible date, manufacturers of amateur movie equipment in the country are considering Vitacolor apparatus exclusively for their products.

Vitacolor pictures are made possible through two small attachments, one of which fits upon the camera and the other upon the projection machine, and the use of a special film, which is not unlike ordinary panchromatic film, and will be supplied through regular channels by leading manufacturers.

WARNER EXECUTIVES ATTEND CLUB AFFAIR

The Warner Club Hallowe'en party which was held at the Warner Bros. Vitaphone Studio, located at 1400 Locust Avenue, Brooklyn, New York, was acclaimed as an outstanding success. There was a hundred percent attendance of club members, each of whom brought guests. Warner executives present included Major Albert Warner, Herman Starr, Sam Morris, A. P. Waxman and Albert Howson.

A buffet supper was provided before the dancing began, after which the attendees were entertained by Broadway celebrities. As soon as this was over, several interesting games took place in which all participated. In addition to the supper, refreshments were passed out during the course of the games. Dancing concluded the program for the evening.

"On Trial" at Warners

"On Trial", new Warner-Vitaphone all-dialogue film, is opening at the Warner Theatre on November 14th and will replace "The Home Towners".

Here's How It Is

Edward L. Klein is Chairman of the Anglo American Dinner Committee. Bruce Gallup is chairman of the "Sam Harris Cup Selection Committee" which meets this week to pick the winner. This is printed to correct any impression that Mr. Klein has changed places with anybody. He is on the job—and how!

Messiter Appointed

Fred A. Flader, general manager of the Universal Chain Theatrical Enterprises, Inc., has appointed H. M. Messiter, manager of the Acoustics Department. He will supervise equipment installation and the contracting of synchronized scores and acts for "U" theatres.

To let the holidays pass without greeting your friends is a social oversight you cannot afford.

The best way and the way that's smart as well as cordial is to reserve your space—large or small in the

ELEVENTH ANNUAL ANNOUNCEMENT NUMBER

of
EXHIBITORS DAILY REVIEW

THE DATE

TUESDAY, JANUARY 1, 1929

THE COPY

Early copy means first attention AND best position

THE ISSUE

The finest in the history of this publication

And We Don't Mean Perhaps

WARNERS TO CLOSE HOLLYWOOD STUDIOS FOR TWO MONTHS

1928-29 Schedule to Be Completed by Dec. 15

REOPEN IN FEB.

By J. HARRISON EDWARDS

The Big Sunset Bldg., plant of Warner Brothers will be closed about the 15th of December and will not reopen until Feb. 15th. This announcement was made by studio officials yesterday.

The 1928-29 schedule of pictures have been completed, or will be, by the time of closing and the fact that all actual production will cease for a period of sixty days is, in this case, a very healthy condition.

Some few production heads, directors, stars and players will be given a much needed vacation. But what will be rest for some, will be heavier activity for others for there will be so many construction changes around the lot during this "rest period" that a person returning will think they are in the wrong place. Old stages will be removed and new ones will take their places. Alterations will be made here and there in order that every available foot of space on this tremendous lot will be in use for the very heavy production schedule for the 1929-30 lineup.

An additional staff of writers, added to the already large list under contract will be put to work making adaptations of stories in plays to be put into production after Feb. 15th.

Schenck Buying "Kim"?

Joseph M. Schenck, president of United Artists, has started negotiations for the buying of the screen rights of Rudyard Kipling's "Kim." These are held by Maude Adams, who once attempted to make "Kim" in color.

Bellew Signed

C. Kyrle Bellew, who has had fine stage experience, has been signed by Pathe for the part of Sir Richard Barclay, in "The Missing Man." This will be an all-talkie.

Columbia's "Affair"

Columbia have stepped out and bought themselves a real live, honest to goodness, rip roaring, murder mystery stage play. It is "The Donovan Affair" and it is to be made as an all-talkie with Jack Holt in the lead and Frank Capra directing. With the genius demonstrated in his direction of "The Submarine" Capra should make a "wow" out of this one.

Nagel with Fox

As soon as Conrad Nagel can cut away from M-G-M and "The Last of Mrs. Cheney" he will rush over to Fox and dash off a few lines as leading man with Mary Duncan in "Through Different Eyes."

Banky's Citizenship

Vilma Banky, Sam Goldwyn star, took out her first naturalization papers in Hollywood preparatory to becoming an American citizen. "Atta girl Vilma!"

STUDIO GOSSIP

Albert Grau has been signed for a part in the Harry Richman all-talkie, that United Artists is making.

Gertrude Howard, colored comedienne, plays a comedy role in the courtroom scenes of "Stranded in Paradise," the George Fitzmaurice production for First National Pictures.

Dorothy Janis has been assigned a part in "The Pagan," M-G-M picture starring Ramon Novarro.

Sidney Bracey plays a valet in First National's "Stranded in Paradise," another sophisticated role for this popular character actor.

George Kahn and W. S. Van Dyke, director, have left for the South Seas. This is a location trip for the filming of "The Pagan."

Agnes Christine Johnson is writing the treatment on "The Man and the Moment," the Elinor Glyn story which George Fitzmaurice will direct for First National. Billie Dove is the star.

Renee Adoree has the featured feminine lead in "The Pagan" an M-G-M production.

Garrett Graham is titling "Adoration," the Billie Dove starring vehicle which was directed by Frank Lloyd.

Charles Reisner, who is now directing "Noisy Neighbors" for Pathe, has the distinction of having been the first "gag-man" in the motion picture industry.

William V. Mong and Kalla Pasha have been added to the cast of the forthcoming mystery thriller, "Seven Footprints to Satan," which Benjamin Christensen will direct for First National.

One of the greatest annoyances in the making of sound pictures, according to Pathe Studio officials, lies in the recurrent passage of airplanes, flying low over the buildings in Culver City where dialogue and music are being recorded in synchronization with camera work.

Frank Capra has been assigned to direct "The Donovan Affair" for Columbia Pictures.

Universal has copyrighted and registered with the Will Hays office the name, "Flaming Daughters." The next thing is to write the story.

Tom Dugan, stage and screen comedian, has been added to the cast of First National's "The Barker," and will portray a side-show spieler in the dialogue sequence of the story.

Lucien Littlefield and Charles Lane have been added to the cast of Corinne Griffith's forthcoming First National picture, "Saturday's Children," adapted from Maxwell Anderson's Pulitzer Prize play.

DIX BACK TO ASTORIA FOR P-F-L PROD. DEC. 15

Richard Dix will make his next picture at Paramount's Long Island Studio in Astoria, beginning about December 15th, it was announced today by Jesse L. Lasky, first vice-president in charge of production of the Paramount Famous-Lasky Corporation. His last picture in L. I. was made in 1926.

J. G. Bachman will supervise, having had charge of the Dix unit in several recent productions. Bachman now is in the east, making preparations for the new Dix picture.

The picture will be directed by Victor Schertzinger, who directed the latest Dix film "Redskin". It is expected that Schertzinger will come east shortly. Edward Cronjager, who has been first cameraman with Dix for several years, is expected to come east in about two weeks.

Dix expressed great pleasure at his assignment to New York and to talking pictures.

PICKFORD TO CHANGE "COQUETTE" ENDING

Mary Pickford has decided to go through with the production of "Coquette" but its production for the screen will be quite different from the stage play. One of the many changes to be made will take out the ending, wherein the character to be played by Miss Pickford will be permitted to live, and not do away with herself, as was the case with the stage version. And in addition to this, all the naughtiness in dialogue and action being done in the spoken drama will be softened up so that "our Mary" will continue her sweet innocence in this vehicle.

Jensen Loses \$4,500

Theatre Suit to FBO

(Continued from page 1)

Jensen sold the Melrose Theatre to H. E. Hostettler and Hostettler assumed the contracts in writing from Jensen and the credit committee. Hostettler then refused to play the pictures under the majority of the contracts and after having the theatre about a month, served notice he was closing.

The house was closed for several days and when it re-opened Mr. Hostettler advised that John Hulling had purchased the theatre. Mr. Hulling advised that he would not assume any of the contracts excepting one. Metro-Goldwyn-Mayer brought an arbitration claim against Hulling and received an award which was complied with.

FBO brought a claim against Jensen the original signer of the contract and an award was given FBO which Jensen refused to comply with. As a result suit was brought and judgment for the full amount was given FBO.

OPINIONS

By W. R. WILKERSON

CROWDED

New York is crowded with out-of-town exchange men. All looking for some kind of a talking device to distribute in their respective territories. Naturally, all of them are looking for an equipment that will interchange with both Western Electric and RCA, feeling that the question of interchange ability will soon be settled.

Some of them have been in town for weeks, others a few days, and some just arrived. To those having recently arrived, the ones that have been here for weeks advise, "You may as well go home and come back next year, unless you want to get a non-synchronous outfit and even with that we are not so sure."

NOT READY

These boys claim that the two or three machines that are being manufactured that would interchange have nothing to deliver at this time. When?—No one seems to know. In other words the matter of equipping a theatre with an equipment of the "so-called" independent manufacture is further in the distance than the "promises" W. E. and RCA are handing out. And this condition is almost as bad with the non-synchronous devices.

So the boys are blue. They are down in the mouth. Most of them have a lot of film in their vaults in their different offices, and from present indications it looks as if it is going to stay in the vaults. (At least that is their assumption.)

CONDITIONS

Conditions in the various territories with the independent exchange is, no doubt, in bad shape. Contracts are almost out of the question at the present time. They are getting some bookings for their pictures, but all of the "spot" variety. None of the theatres, large and small, will tie themselves up on any kind of a contract with the distributor of independent product. They are all thinking of talking pictures, synchronized pictures and talking equipment. As one fellow said, "Even theatre in my territory thinks that it is only a matter of a few weeks before there will be so many, and varied, sorts of equipment on the market that he can put in an order for one that meets his fancy for tomorrow and have it in by Monday." Going further, "they are waiting for the price break. They don't want to pay Five, Six or Seven Thousand for a device, feeling certain they will be able to get the same one, or another equally as good for \$2,500 with in a short time and it is in an effort to either get something of this kind or find out what is available for these houses, that I am here. But I have lost a lot of time and spent a lot of money. In the first place you can get nothing for less than \$4,500 and then can't get an installation for months. In the meantime what am I going to do with all my film? I can't send a fellow out on the road, over the same territory every month, it is too expensive. It looks as if this talking fever has done what no other condition seemed to be able to accomplish—"kill off the small exchange."

In this Issue Lee Marcus Tells "What's Right with the Movies"

DAILY REVIEW

Reg. U. S. Pat. Off.—Continuing Exhibitors' Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 106

New York, Wednesday, November 7, 1928

FIVE CENTS

The Campaign

Now that the tumult and the shouting of the most knock down and drag out presidential campaign in a quarter of a century has died it is fair to return to a view of the dignified, decent and non-partisan part played by the motion picture. Individuals had their choice but companies gave both sides a break if they participated at all.

At the start of the campaign our good friend Jimmy Walker was distressed lest Louis B. Mayer and Joseph M. Schenck — Republicans — should deliver the screen and all its works to Hoover. Somebody was silly enough—Jimmy Quirk if we are not mistaken—even to resent the attendance of these two gentlemen as delegates to the Republican Convention.

Then it turned out that Nicholas M. Schenck was contributing to the Smith campaign fund and that equalized the Schenck family 50-50.

William Fox, a Democrat, reproduced the acceptance speeches of both nominees in Movietone and made each committee a present of a copy of the excellent result.

All through the business the Democrats proceeded with justified enthusiasm as Democrats, the Republicans worked like beavers as Republicans. This was not only their right but their duty as citizens. But as an industry and as a business there has been no partisanship, no delivery of the screen and no attempt at it.

ARTHUR JAMES

WEST COAST STUDIOS NEGOTIATE NEW 2-YEAR I.A.T.S.E. CONTRACT

\$200,000 NETOCO EQUITY SUIT FILED

Breach of Contract in Goodside Theatre Deal Charged

According to the latest dispatches from Portland, Maine, the repudiation by Abraham Goodside of the recently announced agreement between him and the New England Theatres Operating Corp., whereby Netoco was to take over the controlling share in the Goodside theatre interests in Portland and in Springfield, Mass has resulted in litigation. Netoco, through its Portland attorneys, Bradley, Linnell and Jones has instituted legal proceedings against Goodside (Continued on page 2)

BANKERS-K-A-O-RADIO REPRESENTED ON BOARD

The first Board of Directors of the Radio-Keith-Orpheum Corporation, of which David Sarnoff, Vice-President and General Manager of the Radio Corp. of America, will be chairman, also includes Owen D. Young, chairman of Radio Corp. and of General Electric Co.; Gerard Swope, president of General Electric Co.; General James G. Harbord, president of Radio Corp.; David Sarnoff, H. P. Davis, vice-president of Westinghouse Electric & Mfg. Co.; Edward M. Harden, director of Radio Corp.; M. H. Aylesworth, president of National Broadcasting Co.

Keith-Albee-Orpheum Corp. will be represented on the board by E. F. Albee, Maurice Goodman, Marcus Herman, B. B. Kahane, Joseph P. Kennedy, Mrs. Caroline Kohl, J. J. (Continued on page 6)

Musicians Accompany "Canned Music"

Since the advent of sound in the Paramount Theatre, the pit orchestra has had a pretty easy time only playing a scant four or five minutes at each performance. However this week things are a bit different, they are accompanying the Movietone orchestra in the short reel of Richard Bonelli singing the prologue from Pagliacci.

Booker Said "Sound" — Joe Said "Sign"

A short while ago, Joe Brandt of Columbia Pictures was rather outspoken against the "Talkies." Saturday he was asked why his company had signed a Western Electric contract for recording. Joe replied, "A big circuit booker offered me over \$19,000 worth of contracts on 'Submarine' if I would have the picture synchronized—and I said—Brother that picture will be synchronized—sign that contract."

57 S. W. HOUSES NOW IN GRIFFITH CHAIN

Oklahoma City.—With the purchase last week of several new theatres, the Rex, Wink, Texas; Rivoli, Blackwell, Tex; Palace, Blackwell, Tex; 50% interest in the Isis, and Lyric, Bartelsville, Tex., and a new theatre in Wellington, Tex., the Griffith chain now reaches the formidable strength of 57 houses, in Oklahoma and the Texas Panhandle.

This rapid expansion has been accomplished within four years by the Griffith Brothers, operating the Griffith Amusement Co.

GLUCKMAN HEADS BIOPHONE SALES

Alfred Weiss, president of Biophone, Standard Motion Picture Talking Machine, formerly called Tonefilm, announces the opening of the New York Agency.

Herman Gluckman will be General Manager and associated with (Continued on page 6)

Depinet Lists 4

November Releases

Ned E. Depinet, general sales manager for First National, has arranged the November releases to include the company's big special, "Lilac Time," starring Colleen Moore. The November releases include:

November 4th — "The Haunted House," a mystery melodrama from Owen Davis' play, directed by Ben- (Continued on page 2)

Camera Union Strength Improving—Showdown on Rates Soon

For the past three years, West Coast cameramen have been quietly forming a union among themselves. Everything has been done in whispers and behind closed doors. The producers have known for some time that such a thing was contemplated but had no idea it had reached the stage of formation that exists today. The Daily Review is reliably informed that every cameraman of any importance in Hollywood and environs has joined this organization. At present the membership reaches better than 500 and the men in charge of this formation are making it tough for the rest of the camera operators to get in.

To Make Demands

It looks as if this body is going to make itself known to production executives before very long. Its membership will be displayed and when this has been done, a demand is going to be made for a minimum salary and extra pay for overtime. It has long been the contention of the cameramen that the stage carpenters, grips and electricians make more money than they do, due to the time and a half overtime paid the others, and when the years receipts are totaled and placed along side of (Continued on page 2)

"DESERT SONG" SUIT WON BY WARNERS

Judge Julian W. Mack of the United States Court for the Southern District decided in favor of Warner Bros. in an action taken against them by Louis Macloon, contesting Warner Bros. rights to release "The Desert Song" as a Vitaphone production west of Denver.

Macloon, who has the stage rights west of Denver, alleged that the moving picture rights did not include the talking picture rights and that the production of "The Desert Song" (Continued on page 6)

Jolson in Hollywood

Al Jolson, Warner Bros. star has arrived on the coast for a brief stay in Hollywood to talk over the plans for his next Vitaphone picture with J. L. Warner, chief executive of the Warner Studio.

DAILY REVIEW

Reg. U. S. Pat. Off.
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Joe Blair, West Coast Representative, 1255 Faramind Avenue, Los Angeles (Phone Hempstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour Street, London, W. 1.

Canadian Office: Canadian Moving Picture Digests, 259 Spadina Ave., Toronto, Canada.

West Coast Studios

Negotiate New Contract

(Continued from page 1)

that of any studio mechanic, the salary of the cameraman will fall far short. This, of course, is not true in all cases, but exists in the larger percentage.

New Contract Negotiated

Negotiations were started recently between the Motion Picture Producers of the West Coast and the International Alliance of Theatrical Stage Employees for a new two-year contract between the studios and the carpenters, painters, electricians, lamp operators, miniature set builders and scenic artists.

The conferences were held between Guy W. Currier of FBO and International President William F. Canavan, in the offices of Currier and resulted in an agreement to continue the present contract, signed in November 1926, and which has remained in force the past two years.

The contract came about through the necessity for standardizing studio wage scales and working conditions, the details of which were worked out by committees representing both sides. The original agreement was signed by G. F. Hedrick for the Painters, John Flynn for the Carpenters, J. P. Noonan for the Electricians; Joseph N. Weber for the Musicians and W. F. Canavan for the International Alliance.

The producers signing the agreement were R. H. Cochrane, Nicholas M. Schenck, W. R. Sheehan, S. Spring, E. J. Ludvig, J. I. Schnitzer, E. B. Derr, F. C. Munroe, Albert Warner and E. W. Hammons.

Since the Committees started their work on ironing out difference between the two groups, in March 1927, a great improvement in conditions at the studios has been noted.

Victor Talking Records

For "Show Girl" Songs

Victor records have been made of the two songs especially composed for First National's Alice White picture, "Show Girl," which is showing at the New York Strand Theatre this week.

They were recorded by Ben Polack and his Park Central Orchestra. Every Victor dealer in the country will carry these records and will be prepared to tie up with theatres showing the picture.

"What's Right with the Movies"

(Fourteenth of a Series by Industry's Leaders)

By LEE MARCUS

General Sales Manager of FBO

Nothing so accurately reflects the condition of a specific industry as its trade press. And the very fact that the Exhibitor's Daily Review calls for this statement on "What's RIGHT With the Movies", is a sure indication in itself of the upward swing—the militant Forward March of the motion picture. For the Exhibitor's Daily Review, like the rest of the trade press, senses and mirrors the optimism, the lusty growth, the vibrant progress and the overwhelming confidence of the exhibitor, the distributor, and the producer in the future of the fourth greatest industry of the nation.

The final test of an industry is its ability to make forward strides. In 1910 the United States boasted only 9,000 picture houses. 1928 showed 20,500 . . . 100,000,000 is the average weekly attendance today. Swing back to the days when the movie was shown in the nickel shooting gallery to the hoi polloi, despised by the intelligentsia. Look at the field today with gigantic motion picture palaces of the type of Roxy's and the Paramount's, housing their thousands of the nation's most discriminating and cultured citizens.

Think of the colossal progress of this young giant of amusement which, with the stride of its seven-league boots has already obtained

a position where its gross revenue is more than sixty times larger than that of all the "legit" houses combined. Then, bear in mind that \$200,000,000 is being spent yearly in the construction of magnificent new picture palaces each year and you will readily agree that something is healthily, lustily right with this new-born infant of Uncle Sam's industry.

Now, here is the strange and encouraging thing about this infant of which we all in the motion picture business are so proud. It never stops growing. Each year sees some new accession to its growing powers. This year we have witnessed the tremendous accession of the SPOKEN motion picture. Sound and Dialogue electrify the nation of theatre-goers. Theatres literally bulge with undreamt-of crowds eager to HEAR and see. As far as we of the FBO are concerned, everything is right and sweet with the movies.

Man does not live by bread alone. We are all parts of the intricate machine known as industry. And I believe the motion picture can take pride in what it has indirectly done for the rest of American industry and prosperity. The motion picture field, since the war, has done more to sell the manufactured goods of American industry in foreign mar-

kets than any other medium. It is the greatest salesman the American exporter has ever had. It displays his wares fascinatingly, entertainingly, indirectly and with the subtle force of suggestion that is more powerful in creating consumer demand and closing sales than all the eloquence of master salesmen and catalogues can be.

Each year sees new wonders achieved in the technical perfection of the motion picture. Stories are told with more art, directors are more expert in their profession, and the whole business of sifting, selecting and buying the best in manuscripts is today organized on a more efficient plane.

With theatres embodying each year more and more comforts, conveniences and elegances for their patronage, with every small as well as large city offering its amusement seekers motion picture luxury and entertainment undreamt-of in years gone by, with capital flowing smoothly, optimistically and abundantly into production, distribution and construction, with an eager public looking forward to each new innovation in motion picture entertainment, with a nation's officials, press and pulpit ever more friendly and helpful, we can truly say, "Everything is right with the movies."

Salemen's Ball Nov. 24

G. William Wolf, Chairman of Motion Picture Salesmen, announced at the regular monthly meeting held at The Park Central Saturday that the arrangements were complete for the big annual Ball to be given at the Commodore Hotel, November 24. Sol Title of Educational Films is in charge of the affair.

\$200,000 Netoco

Equity Suit Filed

(Continued from page 1)

for the sum of \$200,000 for breach of contract and has also brought a bill in equity against Goodside and his theatre corporations for specific performance of the agreement.

Following Netoco's announcement on Sept. 17th of the culmination of the deal, Goodside at first denied all knowledge of the alleged agreement. He subsequently issued statements to the press that the directors of the Strand, Empire, Jefferson and Capitol theatres had voted not to enter into "any agreement for the sale or other disposal of these theatres."

The bill in equity insofar as it concerns a plea for temporary injunction to restrain the Goodside corporations from transferring stock and from encumbering leases or disposing of other assets is returnable Nov. 14th.

Wasserman Resigns

Owing to the heavy press of his many duties as field manager for the New England Theatres Operating Corp., Harry Wasserman today formally resigned his presidency of the Roxbury Board of Trade.

DEPINET LISTS 4 NOV. RELEASES

(Continued from page 1)

jamin Christensen.

November 11th—"Outcast," the new Corinne Griffith production. William A. Seiter directed and Agnes Christine Johnson wrote the adaptation.

November 18th—"Lilac Time," the Colleen Moore special now in the thirteenth week of its road show engagement at the Central Theatre, New York.

November 25th—"The Ware Case," a mystery melodrama. Stewart Rome, regarded as the leader of England's

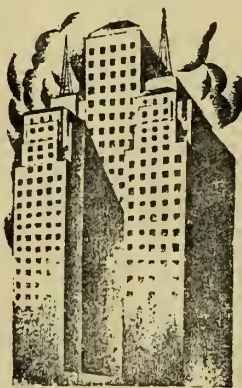
younger stage and screen stars, has the featured role.

Talmadge With Sound

Price To Have 3 All-Dialogues In Action Series

Oscar A. Price has arranged for a synchronized score for "The Bachelors' Club," the Richard Talmadge action-comedy drama. Three others in the series, starring Talmadge, will all have spoken dialogue.

"The Park Central Houses the Picture Industry"



When one of your contract players or stars visit New York

A LUNCHEON AT THE PARK CENTRAL

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We would suggest that you visit us and inspect some of these individual dining salons, and talk over your desires with our banquet department.

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A SURVEY OF THE SOUTHERN
THE FOLLOWING
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- 1—Prohibitive installation costs !
- 2—Delays in delivering equipment !
- 3—Slight disorder disrupting mechanism !
- 4—Distorted tonal effects !

Reeltone is suitable for
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*Theatre owners and
chise holders are inv
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"The Ghost Train," sensational road show production, has already been synchronized by Reeltone and is booked to play over the entire Pantages Circuit.

READY FOR IMMEDIATE

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- 2—Reeltone is ready for immediate installation!
- 3—Reeltone is absolutely fool-proof!
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LTONE CORP.

New York City

52 Single Reels "Pictures that tell a story"—including dramatic vaudeville and novelty subjects—synchronized by Reeltone will be released on the basis of one a week.

TE INSTALLATIONS

Warners Begin Eastern Prod. Dec. 15

Bryan Foy Starting for New York to do Short Product

December 15th is the date set for the re-opening of the old Vitaphone Studio in Brooklyn, by the Warners, after a shut down of many years.

Arrangements are now under way to move the Vitaphone short subject department from the Warner Bros. studio in Hollywood to the Vitaphone studios in Brooklyn. Bryan Foy, pioneer director of short subjects for Vitaphone, will leave Hollywood for New York in the near future and complete arrangements for immediate production.

According to the present plan, Foy will go to New York to sign some of the leading musical comedy and dramatic stars of Broadway to appear in Vitaphone productions. One and two reel acts, sketches and playlets will be made with these people at the Vitaphone studios.

During the period of preparation in New York, the short Vitaphone subjects will continue to be made at the Warner Bros. studio in Hollywood at a capacity program.

Ruggles Directs Talkie

Wesley Ruggles will devote this week to the direction of dialog for his latest Universal production, "Port of Dreams." Several highly dramatic sequences of the picture will be made audible, and the screen talkers will include Mary Philbin, Fred MacKaye, the Ruggles "find" who makes his debut in this picture, Edmund Breese, Otis Harlan and others. The synchronized musical score of the picture has been completed.

This will be Ruggles' first direction of a talkie, and is preparatory to his work on the next Laura La Plante feature, "The Haunted Lady," on which work will start next week, and which will be largely in dialog.

Krassin—Nobile

Pictures Due Soon

Scenes, taken during the daring rescue of the Nobile polar expedition by the Russian icebreakers "Krasin," "Malygin," and "Persay," will arrive in New York soon, according to an announcement by Amkino, representing Sovkino of Moscow in this country. The picture consists of six reels and includes the scenes taken from the airplanes piloted by M. Babushkin and by M. Shukhnovsky, who was responsible for the discovery and rescue of the Malmgren group of the Nobile expedition.

Gluckman Heads

Biophone Sales

(Continued from page 1)
him as manager of sales will be George H. Wiley. An installation in a down-town New York Theatre is being completed and within a few days a showing for the exhibitors in the New York territory will be held, so that the exhibitors can see and hear the Biophone Machine.

The policy of this Company is that exhibitors should not buy or contract for any machine until seen and heard.

STUDIO GOSSIP

Dorothy Dwan, wife of the late Larry Semon, will go to Ontario to be leading lady for the Thunder Bay Film Co.

Jane Keckley has been added to the cast of Pathe's "Noisy Neighbors."

Garrett Graham has been signed by Pathe to write the titles for "The Shady Lady."

Frank Shaw, master of ceremonies at "Coffee Dan's" in Los Angeles, has been signed to appear in a Vitaphone presentation, "A Little Bit Of This And That."

Ethel Doherty and Louise Long, Paramount screen writers, have renewed their contracts with the company.

Eva Von Berne, one of the European "finds," failed to register and M-G-M are not renewing her contract.

Wallace Beery is now a licensed pilot of airplanes.

James Hall, for the first time in months, is busy doing nothing between pictures. He and Ruth Taylor will probably make another picture.

Rex Lease has replaced John Darrow in "The Younger Generation," which Columbia is making.

Lewis Milestone will direct Emil Jannings in his next picture which will be from an original by Victor Schertzinger.

Bankers—K-A-O—Radio

Represented on Board

(Continued from page 1)
Murdock, Lehman Brothers and Blair & Co., Inc., will be represented by Walter P. Cooke, Elisha Walker, Edward F. Hayes, R. C. Hunt, Louis E. Kirstein, Monroe C. Gutman and Paul M. Mazur.

Christie Starts "Kid"

Actual talking started this week in the new Christie sound studios where the first talking production to go through the microphone is Douglas MacLean in "The Carnation Kid."

The players who will talk in the first Paramount-Christie feature production besides Douglas MacLean, the star, are Frances Lee, Lorraine Eddy, Wm. B. Davidson, Francis McDonald, Maurice Black, and others.

"Submarine" Booking

With November 11 set as the official release date of the "Sea and Hear" version of "Submarine," important circuits and exhibitors of first-run wired houses everywhere are rapidly booking Columbia's undersea special.

Grauman to Produce

Sid. Grauman, famous exhibitor of the West Coast, has decided to produce a talking picture. So far, nothing has been decided on, by way of a story, cast, etc. but his mind is made up and a picture will be made.

Talking Movie

Prize Contest

The New York Evening Graphic, is offering a cash prize of \$50.00 for the reader sending in the best letter based on the question of whether they do or do not like talking pictures.

We would like to see some of the answers.

WILLIAM JOINS C. B.

DE MILLE AT M-G-M

William C. DeMille has been signed by M-G-M to direct talking pictures, Louis B. Mayer announced Monday. As Cecil B. DeMille recently affiliated himself with M-G-M and is now preparing to direct his first production for that company, this will place the two brothers, who have been picture pioneers, with the same organization.

Warners Complete

First Foreign Talkie

The first talking picture in a foreign language has been completed at the Warner Bros. Vitaphone studio in Hollywood, according to an announcement made today by Jack L. Warner, vice-president in charge of production. The title of the production is "Zwie and Fierzigste Strasse" and the principal players are Ann Codee and Frank Orth, both internationally famous.

Although the majority of the lines spoken are German, there are a few lines of French included. Three songs, two of them in German and the other in French, are sung and in the American presentation of these numbers they are easily understandable, so good is the pantomime of the artists.

Jim Tully at A.M.P.A.

The A.M.P.A. announces that not only will Dr. Lee De Forest be a speaker at this week's meeting, but that Jim Tully, famous author of "Jarnegan," etc., will give a talk.

Colbert With Richman

Claudette Colbert is the lucky. United Artists has selected her to play opposite Harry Richman in his big all-talkie production, "Say it with Music." Miss Colbert once made a picture with Ben Lyon, but has made her greatest success on the speaking stage.

Old Favorites Signed

Henry B. Walthall and Edmund Breese have been signed by J. L. Warner for the Warner production, "From Headquarters." This picture stars Monte Blue and will be directed by Howard Bretherton.

"Desert Song" Suit

Won by Warners

(Continued from page 1)
as a talking picture infringing upon his stage rights.

The verdict was an unequivocal victory for Warner Bros. and establishes a precedent for the future. Max Steuer appeared for Macloon.

OPINIONS

By W. R. WILKERSON

THE BOOKER

Let's take the case of the booker in the exchange. Here is the most important fellow in the motion picture industry, and he is given the smallest credit. On his shoulders 85% of the responsibilities of the film exchange rests. He is the boy that is always wrong, when something happens. His job covers everything from janitor to sales-manager. He sells, he books, his daily correspondence with exhibitors is more than the rest of the organization put together, he gets dates on undated contracts, he helps iron out difficulties caused by dumb salesmen, he receives all the complaints and attempts to rectify them, he is the main contact between exhibitor and exchange. And in order to function these many duties he is generally at his task in the exchange all day and most of the night. If he does get a few hours off some evening, he can generally be found around the theatres trying to talk exhibitors to set in some playing time for undated pictures. That boy works.

CREDIT

And what does the booker get for all this? A salary, that in most cases, is smaller than any other member of the organization excepting the office girls and the boys in the poster room. When there is a sales drive with cash prizes offered by the home office to the winners, he generally gets the smallest bit or nothing at all. He is the "patsy" of the office. His superiors fight and scold him as does the exhibitor if he gets a bad print or a "miss-out". The salesmen order him around and if it were not for the ability and the generous mind of most bookers, a lot of salesmen would be out of a job, for the bookers cover them up in a lot of cases, this covering coming as a result of a lot of hard work, mostly at night, working out difficulties caused by verbal promises to exhibitors in order to get them to take their pictures. The booker has a tough job and gets little credit from the industry.

NEGRI

Pola Negri never looked quite so good as she does in "The Woman From Moscow". She looks gorgeous. We rather liked the picture, but a lot of people around us had different views and a couple of them were funny. Two fellows were sitting in front of us, having a word battle. Both complaining about the picture. Said one to the other "Don't yell at me, I didn't bring you in, you brought me". And in back of us a girl said to her fellow, "If it were not for the clothes those movie people put on her, she (Negri) would have a tough time getting a job as a super". And while on the subject of this picture we think it well to mention the photography. It was exceptional. Victor Milner did it. He is one of the best cameramen, if not the best, we have. He takes his place along side of Oliver Marsh. Charles Rosher and other "ace" grinders.

On the strength of what we saw at the Paramount last night, we think Pola Negri, that very talented actress is due to return to our shores. She is too great a bet to lose.

DAILY REVIEW

EXHIBITORS

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review
Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 107 New York, Thursday, November 8, 1928 FIVE CENTS

Now, How-Then? by ARTHUR JAMES

If you were an author and had written a play and had submitted it to a producer who after a time sent it back to you, and if you went to the theatre one night and saw your own play presented by that producer with another author's name to it, and if you asked for a square deal and received in return the horse laugh and then if you brought suit and after years of battle and expense you found yourself awarded a verdict and then, exactly 18 years after you had had your play stolen you found the courts upheld your rights and awarded you a total of \$781,889 you'd feel pretty good wouldn't you, even if tired out, but:

How would you feel then if you found the producer was bankrupt and the affairs of the playwright the subject of a suit by creditors? Oh—what? Well that's how Mrs. Grace Fendler of Los Angeles feels right now after winning her "Bird of Paradise" play stealing suit from Oliver Morosco and Richard Walton Tully.

It is stated that Mrs. Fendler's son, because, as a youth, so absorbed in the copyright issues involved that he decided on copyrights as his career, and hence now finds himself as one of the leading copyright lawyers of the country, earning fine fees in lieu of the verdict his mother got but may not collect on.

Be that as it may, the law's delay should be insured against out of the public treasury for only then would courts be torn away from petty and suide procrastinations that always work the hardship on the wrong person.

**Accuracy, Terse-
ness, Accuracy!**
Here's a wire from C. C. Pettijohn, sent from Indianapolis last night:
"Just saw your story in Film Daily that I am a director in company organizing circuit of theatres in Indiana. No truth in that statement. I am neither officer nor director."
C. C. Pettijohn."

JIM TULLY FEAST OFF AFTER DE FOREST FLOUTS VILLIFIER

TIMID BOYS HATE TO PICK WINNER

So Harris Cup Prize Will
Be Settled by
Directors

The Sam Harris Cup Award committee went on the rocks yesterday when three editors of three trade papers declined to serve as members of a committee to decide what person had done the most in the past year to "foster a better understanding and a closer cooperation between the peoples in the film industries of

(Continued on page 2)

Western Electric Plant In Balto. for Talkies

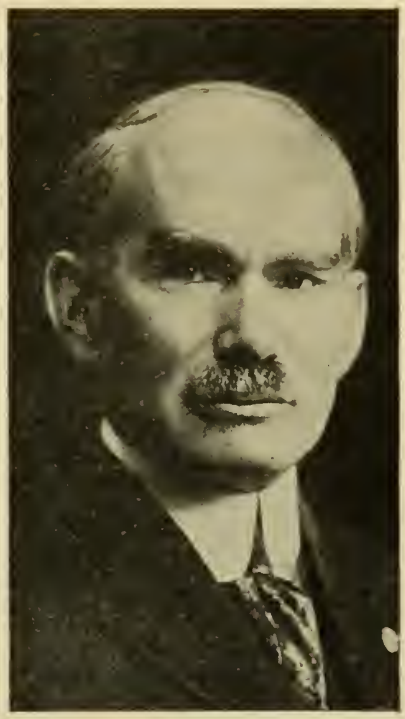
BALTIMORE — Machinery for manufacturing the talking picture reproducing apparatus of the Western Electric will be installed in the new \$15,000,000 plant which W. E. will build here.

The first units of the plant will be for the electric cable manufacture for the Bell System, but later, machinery to make sound pictures will go in.

Franklin in N. Y.

Harold B. Franklin, President of West Coast Theatres arrived in New York yesterday and will be in New York for several weeks straightening out the details of the separation of Publix and United Artists theatres from the West Coast chain.

Howard Sheehan, V. P. of Wesco is in charge of the activities on the coast in the meantime.



DR. LEE DE FOREST
A man of real achievement who declines to sit at table with the muck-slugging Jim Tully

Late AMPA Announcement Schedules Board of Directors' Meeting

Dr. Lee De Forest, the celebrated inventor whose name and patents are synonymous with sound pictures, evidenced his respect for himself and for the motion picture industry yesterday by declining to appear at the A.M.P.A. luncheon at the Paramount Hotel today and speak from the same platform with Jim Tully, author of "Jarnegan" the slime play which misrepresents and traduces the motion picture people. The luncheon late yesterday was postponed for "a director's meeting" but the fat was already in the fire.

Dr. De Forest's declaration was made known to the A.M.P.A. and a Board of Directors meeting was held, discussing the situation. It was finally decided to ask Dr. De Forest to appear and address the body on the following week, but the invitation to Tully was not withdrawn. A definite misconception of the words "Open Forum" brought about

(Continued on page 2)

HARRY MARX RESIGNS BIG PUBLIX POST

At the weekly Publix inter council meeting, Sam Katz announced the resignation of Harry Marx as the Executive Associate of the President and Vice President. That Mr. Marx's retirement from Publix came as a surprise would be indicated from the fact that he only recently had been promoted from his duties of General Director to Theatre Management. It

(Continued on page 2)

LINDSEY TO BRING SUIT AGAINST T-S

Judge Ben B. Lindsey has informed Tiffany-Stahl that he intends instituting suit against that company on the ground of infringement. He claims their picture "Marriage by

(Continued on page 2)

Warner-ERP Agreement Read At Robertson-P-F-L Trial

HOOVER BIOGRAPHY IN FOX NEWSREEL OUT EARLY

The Fox Newsreel enterprise included in its regular midweek newsreel, Vol. 10—No. 13, which reached theatres yesterday morning at 10 o'clock, included a comprehensive

(Continued on page 2)

DETROIT—The arguments in the Robertson injunction against Paramount and other distributors, were continued before Judge Guy A. Miller yesterday, in the Federal Circuit Court and most of the first half of the day was taken up by presentation of the plaintiff's side of the case. Robertson's attorney is Ralph A. Routier and attorneys for the de-

(Continued on page 2)

Warner Stock Hits New High—\$22 a Share Seen

A solid vote for sound business policies, a minimum of Governmental interference, but increased efficiency, was reflected in the stock market yesterday, following the selection of Herbert Hoover as our next President.

Most film stocks remained quiescent, except Warner Brothers which jumped 7½ points to a new high mark for this year, closing at 135. An upward trend in Warner business, present and future, indicates that this stock will soon be paying \$22 a share in dividends.

DAILY REVIEW

Reg. U. S. Pat. Off.
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Joe Blair, West Coast Representative, 1255 Taramind Avenue, Los Angeles (Phone Hempstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour Street, London, W. 1.

Canadian Office: Canadian Moving Picture Digests, 259 Spadina Ave., Toronto, Canada.



New York:—Harvey Day, as he started to vote, said he knew Hoover was bound to win unless it should chance that Al Smith won enough states to give him a plurality in the electoral college, then, of course, Smith's chances were best . . . Eddie Smith, Tiffany-Stahl sales manager, is back from a midwestern trip, and what he did in the way of selling Tiffany-Stahl new product is nobody's business . . . Paul Gulick took time out from yesterday's golf labors to a vote, presumably for Hoover although he didn't take anyone but he voting machine into his confidence . . . Eddie Klein and others connected with the Sam Harris big reciprocity etc. dinner, want it distinctly understood that a gentleman named Eddie Klein is still high gun of that dinner . . . Eddie MacNamee, who labors (?) over at National Screen service, says that Paul Benjamin is secretly practicing up in the hope of becoming a virtuoso on the harmonica in order to give a real concert at some future A.M.P.A. meeting . . . Victor Shapiro has a new joke at which he laughs himself while telling it, but since this is a family newspaper, we'll let you get it from him direct . . . Roxy Rothafel, vice-president of the Motion Picture Club, made his first appearance there after he had learned from this column that Jim Savage had been engaged as physical instructor . . . Billy Brandt and Harry Brandt stick as close as the proverbial brothers on business matters, but sometimes split other ways, as Harry gave a big election night party of his own down in the country instead of attending Broher Bill's big show at the Motion Picture Club last night . . .

Jim Tully Feast Off After De Forest Flouts Villifier

(Continued from page 1)

the refusal to withdraw the Tully invitation.

President George Harvey threw the meeting open to the directors and in attendance were P. A. Parsons, former president of the body, Charles Barrell, Walter Eberhardt, also a former president, Dave Bader, Alex Moss, Paul Benjamin and Ed McNamee. They maintained that in the more than a dozen years life of the body that an open forum had always been maintained and that they would continue this policy, even in the case of the unspeakable Tully.

Insofar as this newspaper has ever been able to discover, the open forum never threw the gates wide open for swine, whether they were on two legs or four and on behalf of the industry it resists fully what it regards as the honest but fully mistaken attitude of the board of directors.

Dr. De Forest being a gentleman, exercises the right to pick his company and his action, so soon as it became known, was applauded everywhere except among the unhappy patriots who took the "Death before a Restricted Forum" attitude.

The really big laugh in the whole situation is the militant squawk of the "Film Daily" which suddenly woke up to the fact that Tully was alive and that his play "Jarnegan" trampled the prestige of the industry. Motion Pictures Today gave Tully attention immediately after the opening of his play, following its established custom of resenting and resisting all that attacks the motion picture business and its people, and Exhibitors Daily Review attacked his villification immediately.

The newly virtuous "Film Daily" said: "The A.M.P.A. finds its sole reason for existence in the fact that it is presumably of, by and for motion pictures," tomorrow acts as host to Jim Tully, author of "Jarnegan", slinger of mud and traducer of the industry prestige. Then follows a criticism of the entire body, which is unfair, because there was never any vote on the invitation as far as the full membership was concerned and there are more men in the A.M.P.A. today who resent Tully's appearance than who favor it, even on the mistakenly brave attitude of the "open forum".

It was reported during the lunch hour at the Motion Picture Club that a telegram would be sent to the Hotel Vanderbilt, where the expug has his New York habitat, asking him not to come to the luncheon, but this proved to be mistaken. Today's luncheon would have been attended only by the morbidly curious, as men of gentlemanly instincts and a respect for the motion picture industry would have expressed their attitude by remaining away.

But—there is no luncheon—today's directors meeting pushes it away into limbo.

\$5 Top for Opening Of "Interference" Nov. 16

When "Interference", Paramount's first all-talking picture, has its New York premiere at the Criterion Theatre on Friday evening, November 16, tickets will be scaled at \$5.50 for the opening. Because of the anticipated heavy demand, all seats for the opening night will be sold, with no invitations being extended, except to film reviewers.

"What's Right with the Movies"

(Fifteenth of a Series by Industry's Leaders)

By AL CHRISTIE

President, Christie Film Company

The Greatest thing which has happened to the moving picture business in the last few years, of course, being the introduction of sound pictures, has had the effect of making every person in the production end of the business work harder than ever before. Every now and then some new stimulant comes along which jogs people up, makes them alive to new situations, makes them WORK, and THINK and try to keep progressing.

Right now people in all branches in the studios are working as they have never worked before, a fact which is bound to have its effect on product which is coming. This new

stimulant and desire and necessity of working hard will affect not only the sound pictures, which is the immediate aim, but will also affect the quality upward of the silent pictures which are made simultaneously.

In adjustments which are brought about through the introduction of talking pictures, the material becomes more important than ever before. The star-system bows before the newly-powerful slogan "the play is the thing". The industry is adjusting itself to this, and it is already having its effect in presenting pictures of all types which strikes out into new angles of entertainment.

Hoover Biography in Fox Newsreel Out Early

(Continued from page 1)

biography of Herbert Hoover's life.

The cut and titled negative was in the laboratory, awaiting the outcome of the election Tuesday night and at 10 o'clock, Editor James E. Darst gave orders to start printing.

The special Hoover subject reached New York theatres early Wednesday morning, were dispatched to all parts of the United States by air mail and were showing in a majority of theatres supplied by Fox News Wednesday evening, within sixteen hours of the time it was known that Hoover had been elected. They were the first to be delivered.

Lindsey to Bring Suit Against T-S

(Continued from page 1)

Contract" infringes on his story "Companionate Marriage" which was put into picture form by Sam Sax and sold to First National pictures. He has retained Clarence Darrow, the noted attorney, to prepare papers and plead his suit.

Edward Smith, general manager of Tiffany-Stahl acknowledges that Lindsey had been in touch with his company regarding the impending suit and claims, "Judge Lindsey has no basis for his suit and we would be very glad to have the matter tested".

Both pictures, "Companionate Marriage" and "Marriage by Contract" are playing day and date runs in Denver next week and it is in this city that Lindsey hopes to bring his suit.

Warner-ERP Agreement

Read at Robertson-P-F-L

(Continued from page 1)

fense, are Frank Eaman, Judge Stuart Hanley and David H. Crowley.

The second half of the day featured a reading of the entire agreement between the Electrical Research Products and Warner Brothers by attorneys of the defendants, who also brought out that Robertson had no actual contracts for sound pictures, except verbal claims and contended that P-F-L stood ready to deliver all product which the defendant did have contracts for.

The case was adjourned and will be continued today.

Timid Boys Hate To Pick Winner

(Continued from page 1)

Great Britain and the United States". Their excuse was that they were "not familiar with conditions sufficiently to judge" and their names are W. A. Johnston, Motion Picture News; Jack Alicoate, Film Daily and Martin Quigley, Herald-World. This naive confession from three great editors about not being familiar caused the entire staff of this newspaper to utter low gurgles. Mr. Sime Silverman of Variety declined to serve for the very legitimate reason that he was not the editor of a trade paper and so the choice of the winner will be made today by the board of directors of the A.M.P.A.

Yesterday's session was red hot, as it developed that outside influences had been legging in behalf of their own candidates for the cup winner. All were unmentioned at the meeting. One of these is a financier who has by money loans aided Anglo-American activities. Another is a foreign manager, a third was the maker of a picture and there were more, the most conspicuous figure in the promotion of amity between the two countries' film industries having no politicians manouevring in his behalf. The award will be announced today and a general call will be issued for industry support of the dinner, November 20th at the Biltmore.

The purpose of the dinner is so worthy and so totally aside from politics in its motives that it is believed that now that the atmosphere is to be clear the dinner will be much larger than was first expected. The committee is working hard on a fine program and representative leaders of the industry will be present.

Harry Marx Resigns

Big Publix Post

(Continued from page 1)

is understood it is Mr. Marx's desire to operate a group of his own theatres, the controlling interest of several having been offered him recently.

The former Publix official had been associated with Sam Katz for approximately ten years and was brought to New York City from the Balaban and Katz interests of Chicago when the latter took over the operation of Famous-Player and associated theatres.

“And The World Laughs With You”

No. 613—*Straight from the Shoulder Talk by Carl Laemmle,
President of the Universal Pictures Corporation.*

“LAUGH AND THE WORLD LAUGHS WITH YOU; WEEP AND YOU WEEP ALONE.”

I DON'T REMEMBER WHO SAID THAT, BUT THERE NEVER WAS A TRUER SAYING—IN this business or any other.

THE WORLD LOVES THE CHEERFUL FELLOW; IT GROWS FEARFULLY SICK OF THE moper, the knocker, the kicker, the complainer.

YOUR PATRONS — YOUR WORLD — WILL LOVE YOU AND PAY YOU REAL MONEY IF you make 'em laugh. That is the principle underlying the yearly success of “Joy Week” — which will be celebrated in every theatre in the land, December 23rd to January 2nd. Incidentally it is the principle underlying the success of Universal Pictures, year after year in every civilized spot on the globe — for Universal has made more happy pictures and fewer gloomy ones than any producer in the business.

AS USUAL, YOU WILL HAVE TO LOOK TO UNIVERSAL FOR THE RIGHT KIND OF PICTURES for your own “Joy Week”—and, as usual, you will find our supply full and running over with joy and happiness and laughter.

THE VERY THOUGHT OF GETTING READY FOR YOUR OWN “JOY WEEK” WILL BRING many a smile to your own frontispiece. You will find to your amazement that your frown wrinkles have disappeared and that grin wrinkles have taken their places.

PLAN A REAL ADVERTISING CAMPAIGN FOR “JOY WEEK.” GET YOUR LOCAL merchants to jump in with both feet. Get your house staff to show the spirit of “Joy Week” in everything they do. Use some or all of the many ideas and suggestions now ready and waiting for you in Universal's exploitation and advertising departments.

YOUR “JOY WEEK” WAS NOT AN ACCIDENT. THE FACT THAT IT COMES AT A time of year when holiday spirit is in the air was figured out from pure showmanship. It is a time of year when peace and good will prevail and enemies and hatreds disappear from human thought.

WITH THE PEOPLE IN A GALA MOOD, IT IS A POOR SHOWMAN WHO CANNOT pick and choose exactly the right program to fit the mood.

WATCH FOR THE “JOY WEEK” ISSUE OF THE UNIVERSAL WEEKLY DATED DECEMBER 1st. In it you will find more than enough to fill your every need. Without any other guide whatever, you will be able to select exactly the right variety.

“JOY WEEK” IS A WHALE OF A THING IF YOU GIVE IT HALF A CHANCE—AND you're giving it a whole chance if you use Universal Pictures and tell your people about it!

ESPECIALLY RECOMMENDED FOR UNIVERSAL “JOY WEEK” ARE UNIVERSAL'S MASTERFUL shorts, unquestionably the outstanding hits of the year . . . Dickens' “CHRISTMAS CAROL” (sound effects, singing, dialogue), “THE WOODEN SOLDIER” (extraordinary for special holiday presentations), “FARMYARD FOLLIES” (Oswald cartoon comedy), “COME ON, HORACE” (Horace in Hollywood series), and “THE COLLEGIANS.”

FOX NEWS

There first with

HOOVER

film biography

Yesterday, while North Carolina was still listed as doubtful Fox News was unanimously elected leader of all newsreels by audiences at the Roxy, New York, Fox, Brooklyn and theatres in Philadelphia, New Haven, Albany, Washington and Chicago.

His boyhood, his student life at Leland Stanford, his associations with King Albert of Belgium, his work as Food Administrator, his relief work in Poland and other high spots in his colorful career were presented as part of Volume 10, Issue 13 by

FOX NEWS

Exclusively



FOX

ALWAYS
in the
LEAD

DAILY REVIEW

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 108

New York, Friday, November 9, 1928

FIVE CENTS

Playing Safe

By ARTHUR JAMES

We hear strange rumbles about the award of the Sam Harris Cup which was to have been determined yesterday and which was again postponed to see if a chosen person could attend the dinner. As we understand it, if he can attend he gets the cup.

...

The directors of the A.M.P.A. who, after the Three Editorial Timidities declined to say what individual had done the most to promote international amity between the film groups of Great Britain and America, were forced to take the matter into their own hands. The meeting is described as acute. The spirit was mettlesome. Several excellent names were brought forward and all were received with great consideration.

...

But there was something in the air! It was the spirit of a compromise choice. We have no knowledge of who is to be chosen although we do know that the winner will be selected from a limited field already talked about. We have no candidate to promote, we have a choice we would have made public in committee but the committee evaporated—likewise then our choice as it became none of our bally business.

...

Whoever is chosen will suit us and the choice will suit the others who might have been selected because outside of the inner circle there is much amity, and good nature in this whole picture. A cheap little politician or so and a nervous ego more or less won't make much difference a few years from now—even in the inner circle where now nerves, fear, shivers and trepidation reign to beat the band.

ROBERTSON FILES CONSPIRACY-- MONOPOLY CHARGE IN DETROIT

T-S PREMIERE AT EMBASSY TONIGHT

The subject of trial marriage seems to have awakened wide-spread interest in this city judging from the acceptances received by Tiffany-Stahl for their premiere of "Marriage by Contract" at the Embassy Theatre tonight.

Judges of the Supreme Court, city magistrates, prominent lawyers, club women, clergymen and welfare workers have signified their intention of attending.

Patsy Ruth Miller and Lawrence Gray are the featured players in "Marriage by Contract", which is a new Tiffany-Stahl sound production with something new in the way of a synchronized score called "musical dialogue."

PUBLIX BOOKS "U" "LOVE ME" IN SOUTH

According to information just made public at the Universal home office, "Love Me and the World Is Mine," the Universal super production starring Mary Philbin and Norman Kerry, has been set into a number of important situations in the South by Publix.

The first Publix houses to show the picture under the new deal will be the Queen Theatre, Houston, the Hippodrome in Ft. Worth, the Rialto in McAlister, Okla., and the Sugg in Chickasha, Okla., all first-run houses.

Rosengarten Leaves Commonwealth Exch.

David Rosengarten, until yesterday general sales manager for the Commonwealth Exchange, has left that organization having made a settlement on his existing contract with Samuel Zierler, president of the company. Rosengarten's future plans are indefinite for the present.

Montagne Writes Original

E. J. Montagne, scenario editor for Universal pictures Corporation, has written "The Compromise," an original drama for Laura La Plante, according to an announcement by president Carl Laemmle. Production probably will start around the first of the year.

Nine Month's Universal Profit \$1,286,516

The Universal Pictures Company, Inc., for the nine months ended on Aug. 4 reports a net profit of \$1,286,516 after charges and Federal taxes, comparing with \$1,026,772 in the corresponding period of 1927. For the quarter ended on Sept. 4 the net profit was \$635,383, against \$482,958 in the third quarter of 1927.

COHN ARRIVES AFTER LAYING PLANS ABROAD

Harry Cohn, Vice-President of Columbia Pictures, in charge of production returned from Europe yesterday on the Leviathan, after having arranged a Columbia Foreign Production organization, which will actively function next Spring.

Cohn found that despite strong restrictive quotas still existing abroad, there was no serious competition there for American films.

Pearson Returns

Elmer Pearson, former V.P. and Gen. Mgr. of Pathe Exchanges, Inc., is in town for a spell, after several months out West on his cattle-breeding farm.

Pearson would make no comment whether he was here for business or not.

"Jimmy Valentine" Premiere Next Wed.

The premiere of "Alias Jimmy Valentine," Metro-Goldwyn-Mayer's first full length film with dialogue sequences, as well as sound synchronization, will be at the Astor Theatre, next Wednesday evening, (Nov. 14th).

William Haines is starred in this picturization of the famous stage play by Paul Armstrong, and the cast includes Lionel Barrymore, Karl Dane, Tully Marshall and Leila Hyams. Jack Conway was director, and A. P. Younger made the adaptation.

"White Shadows in the South Seas," which has been running at the Astor since July 31, will close after the evening performance next Monday.

Exhibitor Cites Kalamazoo Meeting of Exchange Managers

NO U. A. BREACH

By SPECIAL WIRE

DETROIT—Ralph A. Routier, attorney for James N. Robertson yesterday charged five of the leading film distributors in Detroit, with conspiracy, coercion and monopoly, in Judge Guy A. Miller's Wayne County Circuit Court. The new charges allege that the theatre owner has been shut off from the supply of available synchronized pictures, for his theatres, equipped with the Humaphone device.

Routier further specifically charged the managers of the various film exchanges, with holding a special meeting recently at Kalamazoo, Mich., to effect the conspiracy and coercion.

In the second day's proceedings of the trial, in which Robertson seeks a permanent order to force the film companies to carry out contracts (Continued on page 2)

ZUKOR-KATZ GUESTS OF BROOKLYN, NOV. 13

Movie stars and celebrities will be present at a dinner tendered in the Brooklyn Chamber of Commerce Club by its board of directors Tuesday, Nov. 13, with Adolph Zukor, president of Paramount Famous-Lasky, and Sam Katz, president of Publix Theatres, as the honor guests.

The dinner is in appreciation of the new Brooklyn-Paramount Theatre at Paramount Square, Flatbush and DeKalb Avenues, which opens Nov. 24 and gives Brooklyn world-leadership by possession of "the last word" in theatre luxury and beauty.

3rd Annual Fox Banquet At Waldorf Feb. 2

The Third Annual Banquet, Entertainment and Dance of the Fox Athletic Club, composed of employees of the Fox Film Corporation, will be held in the Grand Ballroom of the Waldorf Astoria Hotel on Saturday night, February 2nd.

The entire membership of 600 are expected to be present.

DAILY REVIEW

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Joe Blair, West Coast Representative, 1255 Faramind Avenue, Los Angeles (Phone Hempsstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour Street, London, W. 1.

Canadian Office: Canadian Moving Picture Digests, 259 Spadina Ave., Toronto, Canada.



Pat Garyn, recently Jimmy Grainger's host at golf over in Jersey, says Jimmy has some peculiar ideas of the game, one of them being that the player who reaches the eighteenth hole first is the winner of the match . . . Col. Cole, of Texas, says he didn't say what Pete Woodhull thought he said when Pete gave the Texan a lambasting, and he didn't, he made it worse . . . Jim Tully's invitation to address the A.M.P.A. has some people all het up over what the bosses may have to say to their publicity and advertising men after it is all over, and it might be plenty . . . Dick Rowland has been out of First National for some time and they haven't named a successor for him so it may be that is part of the economy program of the new management of the company . . . Carl Laemmle must be leading a double life for in spite of the fact that he is on the coast someone got a good picture of him the other day at the Motion Picture Club . . . Jack Bachmann, who spent three weeks here recently, is due back shortly to supervise Richard Dix in the making of a sound picture at Paramount's Long Island studios . . . Oscar Price will soon begin work on four sound pictures with Richard Taluadge, and says that his star's dialogue voice will make them all sit up and take notice . . . Director John Blystone will be in New York shortly on his way to Italy to get back ground shots of a big picture . . . Herman Gluckman has been made general manager of a New York branch which Alfred Weiss will open for handling his Biophone talking picture device . . .

"What's Right with the Movies"

(Sixteenth of a Series by Industry's Leaders)

By ADOLPH ZUKOR

President, Paramount Famous-Lasky Corp.

The chief thing that is right with the motion picture industry is its constant change. What is right today may be wrong tomorrow, and the fact that the intelligent leaders of the industry realize this condition is the greatest asset the industry has. Just as soon as an industry, a company or an individual thinks everything is right and should not be changed, just so soon does that industry, company or individual wither and go into a decline.

To the observer unacquainted with this business, its frequent changes may seem like chaos. Nothing could be farther from the truth. It is merely growth—healthy, vigorous growth.

By this I do not mean that these changes are unorganized and revolutionary. On the contrary they are guided along sound lines of business principles, and are revolutionary, rather than drastic. They are brought about by many things, but chiefly by the demand of the great

world public which the motion picture serves.

From the movies millions of people throughout the world receive their greatest recreation and entertainment. With our pictures we take happiness and knowledge of one another to every race on the globe. Through our new modern theatres we give people this entertainment in an atmosphere of comfort and luxury which not so many years ago not even kings could command. In doing this we give employment to hundreds of thousands of men and women, and the profit from this vast business is shared by thousands of investors.

Happiness, understanding—those are the great gifts of the movies to mankind, and the fact that this business is constantly changing so that it can better distribute these gifts is the greatest proof that we are doing our best to meet our obligations to the public.

out written confirmation from the home office, and Robertson may have to produce such written authority to gain his point.

The trial is continued over until this morning. Frank A. Eaman is representing Paramount, Pathe and Warner; David H. Crowley, First National and Stuart Hanley, Metro-Goldwyn-Mayer.

Mannix Here on 3-Week M-G-M Studios Mission

Edward J. Mannix, Metro-Goldwyn-Mayer producer, who has helped supervise the building of this company's new sound stages at the coast, arrived in New York last week, and will remain in the East about three weeks.

Mannix brought with him a print of "Alias Jimmy Valentine," M-G-M's first picture with dialogue sequences.

BIOPHONE INSTALLS 2 IN GREATER N. Y.

The Biophone equipment is being installed in two theatres in Greater New York, one at the Leo Brecher Plaza Theatre and the other in the Stanley-Fabian Newark house The Goodwin. These installations will be completed by Wednesday of next week, at which time, Herman Gluckman, controlling the sales of Biophone for Greater New York, will invite exhibitors to visit either of these theatres to inspect this device.

Robertson Files Conspiracy--Monopoly Charge in Detroit

(Continued from page 1)

for sound pictures, the charge against United Artists was dismissed, as the Judge held Robertson could prove no breach of contract against them, and he refused to sustain an action merely on grounds of anticipated breach.

The defense witness of the day were Ed Canty, head booker of the Paramount Detroit office and John E. Ryder, Paramount City Salesman, who were cross-examined by the plaintiff, regarding booking certain pictures to Robertson's theatres. Routier called upon them to verify the booking record.

The defense, at this point, scored heavily, when Judge Miller instructed Routier, that before he proceeded further with his cross-examination of the defense employees, he would have to prove their competency to testify and whether they had the power to enter into verbal agreements for the producing companies.

It is upon this important point, that Robertson's case may hit the rocks, as it is an accepted understanding in the industry that, bookers, salesmen and even branch managers have no authority to vouchsafe a verbal agreement with-

SAENGER CIRCUIT BOOKS "U" LINEUP

Contracts have just been signed by the Universal Pictures Corporation and the Saenger Circuit of New Orleans by which the big Southern Chain gets Universal's entire line-up for the current season. The deal includes both silent and synchronized pictures, and embraces the entire Saenger circuit, approximately 120 houses in Louisiana, Texas and other parts of the South.

Ted Schlanger, then Eastern Sales Director for Universal, headed the negotiations for Universal. He since has been appointed Assistant General Sales Manager by Laemmle. In the Saenger deal, he was assisted by Ralph B. Williams, Southeastern division manager for "U", Fred J. McConnell, short subjects sales manager, and W. M. Richardson, Universal manager in New Orleans.

"Hungarian Rhapsody"

Has Berlin Premiere

BERLIN—"The Hungarian Rhapsody" which opened here Monday night at the UFA Palast is the biggest UFA-Pommer success since "Variety" in the opinion of critics. It was an unprecedented social and artistic event.

Willy Fritsch, male lead, who received an ovation, read telegrams from Lil Dagover and Dita Parlo, now in Hollywood. Director Schwarz and Cameraman Hoffman answered curtain calls after the film showing.

Wingart Bound West

Earl Wingart, of the Fox Eastern Publicity Department left for the Coast on Sunday to prepare some special work for the company at the Fox Hills Movietone City plant. Mr. Jerauld will take Mr. Wingart's place while he is away.

WAFILMS, Inc.

Walter A. Futter, Pres.

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"New York's Motion Picture Headquarters"



HOW ARE YOUR SALES? ARE BOOKINGS BAD?

The greatest stimulant to an aching sales force is a little inspiration luncheon dinner or supper. Get the crowd around a table, talk things over. Give them a little "pep"

You will find the Italian, Colonial, Arabian French or Gothic salon, just the atmosphere you need.

Call up our banquet department, tell them your desires and they will do the rest.

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FIFTY-FIFTH STREET AT 7th AVENUE
NEW YORK CITY

Thomas Meighan

ADD ANOTHER BOX OFFICE FAVORITE TO the significant parade of stars assembled for Warner Bros. Vitaphone Pictures!

THOMAS MEIGHAN, FORCEFUL AND VIRILE personality, screen idol beloved by millions of American men and women!

MEIGHAN HAS BEEN ONE OF THE SCREEN'S greatest attractions since his unforgettable sensational appearance in "The Miracle Man," when he achieved stardom!

SEVERAL SEASONS IN STOCK COMPANIES and successful appearances in big stage productions have seasoned him, so count on his voice to thrill the movie fans. He reaches the apex of his career through that apex of box office miracles—VITAPHONE!

MEIGHAN IS NOW PART OF VITAPHONE HISTORY. Vitaphone is part of box office history! Add Meighan to the Vitaphone roster that boasts Al Jolson, John Barrymore, Dolores Costello, Monte Blue, George Arliss, Texas Guinan, Sophie Tucker, Fanny Brice. And a host of others.

"NOAH'S ARK"—NOW—TOPS
ANY PICTURE EVER MADE!



A
Man's
Man
Whom
Every
Woman
Loves!

Warner Bros.
Vitaphone Pictures
Are the Standard
Of the World!

Al Jolson in
"The Singing Fool"

"The Terror"
with May McAvoy
and Louise Fazenda

"Lights of New York"
All Star Cast

George M. Cohan's
"The Home Towners"

"On Trial"
with Pauline Frederick
Bert Lytell, Lois Wilson

Fanny Brice in
"My Man"

Dolores Costello in
"Glorious Betsy"
with Conrad Nagel

Al Jolson in
"The Jazz Singer"

"The Lion and the
Mouse"
with May McAvoy
and Lionel Barrymore

Dolores Costello in
"Tenderloin"
with Conrad Nagel

JUST A FEW OF THE
BIG HITS WITH
PLENTY MORE ON
ON THE WAY

Now A Warner Bros. Vitaphone Star

New Studio "Call Bureau" To Break Grip of "Agents"

Central Casting Service System Extended for Benefit of Stars

By J. HARRISON EDWARDS

It looks like curtains for the Hollywood agent. They call themselves "artists representatives" but the majority of them will have to look to other fields to represent in order to collect their 10%, for motion pictures are about to wash them up.

Several years ago producers got together and formed what is now known as the Central Casting office. Its purpose was to act as a contact between the studio and the extra and bit player and no charge was to be levied against the player for this service. Each studio paid 5% of the days outlay for these players, to cover the expense of this office. This action was brought about due to the avarice of casting agents in "socking" these players anywhere from 10% to 25% for getting them work and, in addition to this, there had always been a bad smell to these transactions. The Central Casting office has been highly successful from every point of view.

"Call Bureau"

Recognizing the success of the Central Casting office, the Association of Motion Picture Producers have decided to establish a "call bureau" with offices located in the same building with the Association and its purpose will be to act as a contact between star, featured players and artists of "part standing" and all studios in this association. There will be no charge made for this service, but each studio will assume his portion of the expense for the operation of the bureau in the same manner that Central Casting is operating.

No Agents

After the bureau is established it will not be necessary for a player to burden himself with the services of an agent in order to get work in any of the major studios. The bureau will act as his agent and he will not have to pay fee. All of this has come about due to the shady work of several agents at different times in the past couple of years. It is the beginning of the end for these boys, the good will have to suffer for the bad.

In its present formative state, all those connected with the Association say that no effort will be made to interfere with the work of agents, but that is "baloney". What need will a player have for a ten percent if he can get the same service (and maybe better) without having to lay out a dime? What Central Casting did for the extra, this call bureau will do for the part player not under contract to the studios.

The casting director of each studio will make known his wants each day to the head of the bureau who will, in turn, get in touch with all players who seem to qualify for that part. By this means, these players will go direct to the studio with first hand information of what is wanted and be in a position to close for their services themselves.

STUDIO GOSSIP

"The Boy Wonder" is being written by Matt Taylor and Clarence Thompson as a starring vehicle for Arthur Lake of Universal.

Eddie Cline is to direct "The Crash" for First National Pictures. Milton Sills will star.

The first assignment that William DeMille will have for M-G-M will be "The Trial of Mary Dugan." He will direct both silent and talking versions and they will differ considerably.

Columbia Pictures have purchased "The Fall of Eve" by Anita Loos.

First National have bought the screen rights to "Fast Life" by Sam Shipman and John B. Hymer.

Tom Miranda is titling "Shop Worn Angel" for Paramount and Randolph Bartlett is doing the same for "Loopin the Loop", a German picture which Paramount is releasing.

Eleanor Griffith will be featured in United Artists "Night Stick."

The title of Charles Gilpin's all-colored picture for Fox will be "North of Dixie."

The title of "The Baggage Smasher" has been changed to "Strong Boy." Victor McLaglen has the lead in this.

Lumsden Hare has been given a part in "False Colors."

Betty Compson and William Holden have been cast in First National's "Weary River."

Paramount has renewed its option on Olga Baclanova for another year.

Considine-Crosland

Arrive for Production

John Considine, Jr. and Alan Crosland arrived in New York Monday to prepare the production of Harry Richman's United Artists picture "Say It with Music".

PAT ROONEY WITH "U" FOR SOUND PICTURES

Pat Rooney, famous stage comedian, song and dance man, and the idol of countless thousands of vaudeville patrons from Coast to Coast, has been signed by Carl Laemmle for Sound Pictures. Marian Bent, his wife and stage partner, and Pat Rooney III, their son, also have been engaged by the Universal Pictures Corporation.

Edgar Allan Woolf, noted playwright and stage producer, who has been responsible for many Pat Rooney successes in the past, is to write the stories for the Rooney-Universal pictures. He already has started work on them, and is in close touch with Rooney.

COMPLETE STAFF FOR MET. STUDIOS NAMED

Phil Goldstone yesterday announced the completion of the studio technical staff which will be in charge of Biophone production at the Metropolitan Sound Studios in Ft. Lee, New Jersey.

The staff consists of James Byers, Engineer in charge of sound; H. Tackats, Engineer in charge of Synchronization; George Orth, Studio Manager; Charles Nasca, Art Director; Louis Katzman, Musical Director and Music by the Anglo Persion Radio Orchestra.

Fox Starts "Big Time"

Howard Hawks, Fox director, is about to begin production on his next picture, "Big Time." His latest production, "The Air Circus," on which he was co-director with Lewis Seiler, is now current.

The new film deals with vaudeville and concerns a hooper and his dancing partner who graduate into a major circuit. Marion Nixon will have the leading feminine role.

Paramount "Sounding"

Paramount will immediately launch at its West Coast studio a vigorous sound campaign preparatory to the opening of its four new sound stages early in January.

Active work is now being rushed on the production within the next two months of twelve 100 percent talking pictures, three of which are now under way. Ten additional pictures synchronized with dialogue and singing, are also in various stages of preparation and production.

Willard Mack's First

Willard Mack's first talkie for Metro-Goldwyn-Mayer will be "Hunted." This is of the melodrama type and has been written by Mr. Mack, dialogue and all. It is thought that Evelyn Brent will have the leading role in this, if it is possible to get her, with Robert Ames as the male lead.

TALMADGE OPENING DRAWS NOTABLES

Among those who have made reservations for the gala first night of Norma Talmadge in "The Woman Disputed" tonight, at the Rivoli, are Dolores del Rio and her mother, Senora Asunsolo, Irving Berlin, David Belasco, Fannie Hurst, Mary Ellis, Channing Pollock, Fannie Brice, William De Lignemare, Alan Crosland, Basil Sidney, John W. Considine, Jr., Thomas Meighan, Hope Hampton, Eugene O'Brien, C. Gardner Sullivan, and members of the Notre Dame and Army football teams.

OPINIONS

By W. R. WILKERSON

SAM KATZ

To talk to Sam Katz or hear him talk to others, will make you or anyone else a Sam Katz booster. He is really one of the truly fine characters in this or any other business. He is modest, retiring, extremely democratic, a natural-born organizer, a tireless worker and one of the greatest and most successful men in the motion pictures business. He is at the head of a tremendous organization and every man in that organization would cut his right arm and both legs off at the nod of his head. Katz is human and has an understanding of the proper treatment of men under him that few others have. His success has been fairly won and is the result of unceasing and tireless work coupled with ideas that have been right.

THE REASON

One of the main reasons, as we see it, for the success of Sam Katz, and as a result the success of every theatre he has ever had under his wing, is the model—and if you care to think "high-hat"—service given patrons from the minute they buy their ticket until the time they leave the theatre. The particular service we refer to was original with Katz in his first big theatre venture, the Central Park in Chicago and carried by him with a little more elaboration to his Riviera Theatre in the same city and improved on, by him in every new theatre undertaking. This service was distinct and without parallel in any theatre whether it be pictures, vaudeville or legitimate. Consequently we were quite surprised to read in one of the weekly publications that, after a swing around the Public circuit, Katz had decided on many changes and among others is mentioned "to make house service pleasing and uniform, the house staffs should place themselves on a par with the audience". If that is not bunk, we don't know the meaning of the word. The story states further, that this servility on the part of usher and house attendee's has gone too far. In other words, it is being overdone. More bunk.

MORE FLATTERY

The very foundation as we see it, of the Sam Katz success has been his management of "the" theatre. Not so much in the booking of the right pictures or the proper staging of prologues or his desire to get the best music obtainable, BUT the service given patrons once they entered. This service has been so remarkable it has been flattering, and to flatter anyone, be it a hod-carrier making his monthly trip to the movies or Mr. Park Ave. in his regular weekly visit, is to win them and when you win them you have a customer and these customers have made Katz and his associates rich. So for anyone, to suggest that this service is to be changed causes us a big laugh. Instead of putting a muffer on it, we believe that Katz lays awake at night trying to devise means of improving it.

CHARITABLE

But let's get back to the Katz of the first paragraph. His great success has brought him millions and from what we gather he is giving a great portion of it to worthy charities. One item we know costs him thousands every year. He has endowed and pays the entire overhead of a tremendous orphanage in or around the City of Chicago and this undertaking reflects his one great "weakness" (if we dare call it such) and that is love for children. A very remarkable young fellow, we call him.

In this Issue A. J. Van Beuren Tells "What's Right with the Movies"

DAILY REVIEW

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 109

New York, Saturday, November 10, 1928

FIVE CENTS

From Here to There

By ARTHUR JAMES

Today the donor of the Sam Harris cup steams from England to America to be present in person at the Anglo American amity dinner at the Biltmore November 20th. Word came from the dinner committee yesterday that acceptances and reservations were beginning to be received in numbers of stimulating size and that all things pointed to a really fine party with trimmings. The secret of the cup winner is still a secret but the way matters now begin to look the event will outshine its object.

We hear that the name of Charlie Chaplin has been presented to and considered by the Committee and nobody could find any fault with that. Charlie could win any amity cup in the world with his hands tied and carrying 20 pounds excess. But this is a matter for the little gods. May they have a hell of a good time about it. Empires have gone blooey over lesser circumstances and smaller crises.

The Motion Picture Club is such a credit to the industry and so admirable a contribution to its business social life that it is small wonder the list of applicants for membership grows apace. Al Lichtman and his group of enthusiastic associates have worked against the early odds of apathy and now they have made it a real club the tide is coming their way. Congratulations are superfluous but here they are again just the same.

A brilliant picture with pleasant sound, "The Woman Disputed" which opened with Miss Norma Talmadge starring, last night at the Rivoli Theatre—more of this United Artists triumph later.

The agent who toils not and spins not but who collects plenty is in for a permanently hard season, as artists and those who seek to be can now deal direct with studios and save the unnecessary percentages. A good move and one long needed on the west coast.

The real agent who attends to the affairs of the artists, who is for all practical purposes a business manager, earns his bread and salt but the shifty clique that do nothing but loaf and collect are bar-macles on the pinnacle of progress.

FIVE DISTRIBUTORS VICTORS IN DETROIT SOUND INJUNCTION

Roxy Dividend Declared —May Retire Class "A"

The Roxy Theatre Corporation Board of Directors yesterday declared the regular quarterly dividend of 87½c for the period ending November 15th, payable December 1.

There were also rumors in the "Street" yesterday that the Roxy Class "A" stock may be retired shortly.

FRANKLIN COMPLETES THEATRE DIVORCEMENT

Harold B. Franklin, President of West Coast Theatres, having successfully arranged the details of separating Publix and United Artists houses from the West Coast chain, while in New York the past few days, is again returning to the West Coast on Monday.

Change "Alias" Opening

"Alias Jimmy Valentine" latest M-G-M all-dialogue thriller which was scheduled to go into the Astor Theatre on November 14th, has been moved forward a day to the 15th, as a courtesy to Warner Brothers who are opening "On Trial" on the 14th at the Warner.

Fox Hot After "Midtown" Broadway Theatre Lease

Neeper Returns from 3-Week Lloyd Trip

Creed A. Neeper, assistant manager of the Harold Lloyd Corporation in charge of the New York offices of the company, today returned to his desk after a three weeks trip throughout the south and middle west in the interests of "Speedy", Harold Lloyd's current Paramount comedy release.

While on the road Mr. Neeper visited the Paramount exchanges in Cincinnati, Indianapolis, Memphis, St. Louis, Kansas City, Denver, Omaha, Sioux Falls, and Des Moines.

VOCAFILM IN 13 YR. SCHWARZ DEAL

David R. Hochreich, President of Vocafilm Corporation of Vocafilm had closed a thirteen year exclusive license agreement with the Maurice Schwarz Yiddish Talking Pictures Corporation, of which Maurice Schwarz is Director General.

Jews throughout the world, by means of Maurice Schwarz's Vocafilm productions, will be able to see and hear Maurice Schwarz and his famous Yiddish Art Theatre Company of artists.

Maurice Schwarz's Yiddish Talking Pictures Corporation will make a minimum of six plays each year over the Vocafilm synchronization system, and each will be a "100% Talker".

John Graham in N. Y.

John Cecil Graham and Mrs. Graham and Major and Mrs. Charles E. Bell arrived in New York yesterday. Mr. Graham is Managing Director of the Paramount British organization. Major Bell is also connected with the Graham organization.

Small in Town

Edward Small of Asher Small & Rogers arrived in New York yesterday from the Coast and will confer with Charles Rogers on recent developments of the Sonora-Bristolphone deal.

Robertson Drops Case Asking Dismissal of All Charges

By SPECIAL WIRE

DETROIT — Paramount, Pathe, Warner, Metro-Goldwyn-Mayer and First National won a complete victory here yesterday with the abandonment of the Robertson Injunction trial before Judge Miller in the Wayne Co. Circuit Court.

Attorneys for the plaintiff, Robertson, who had sought to obtain a permanent injunction restraining the film companies from withholding sound pictures from his theatres, on pretext of having actual contracts for such sound versions, requested that the case against the defendants be dismissed.

The various defense council agreed, by previous arrangement that this would be done and that both sides would pay their share of court costs.

The fact that the case is dismissed (Continued on page 2)

SONORATONE STARTS SHORT SUBJECT PROD.

Charles R. Rogers, General Manager of Sonoratone Pictures, the distributing organization of Asher, Small and Rogers, Gotham Productions and Lesser-Warner pictures, announces that a Gotham producing unit, headed by Sam Sax, has started work at the company's studios in Waterbury. The first three short subjects of the company's scheduled 52, are being 'shot', with the Sonora-Bristolphone sound process.

Trini, famous Spanish dancer, and her Marimba Band, will constitute one subject; The Four Nightingales, a feature of Beatrice Lille's recent musical comedy, will be another, and Mary Copeland, "blues" singer, the third. Herman Heller, formerly musical director of Vitaphone, will direct.

KATZ TO START 5TH MANAGERS CLASS FEB.

Announcement was made today by Sam Katz, president of the Publix Theatres Corporation, that steps would be taken to select another class for training of the Publix Theatres Managers Training School.

The school was organized in July. (Continued on page 4)

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Joe Blair, West Coast Representative, 1255 Taramind Avenue, Los Angeles (Phone Hemphstead 1514)

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour Street, London, W. 1.

Canadian Office: Canadian Moving Picture Digests, 259 Spadina Ave., Toronto, Canada.



New York:—George R. Green, office manager of World Wide Pictures is at his home recovering from a flock of bruises and contusions received when he and a truck bumped each other, and a pedestrian has little chance against a truck in a bumping contest . . . Jack Cohn is due here today after a long stay on the coast, and that's the reason for that permanent smile on the classic features of Joe Brandt . . . Jeff McCarthy, who has been in New York for several weeks picking up stuff for sound and feature pictures, leaves today for the coast . . . Harold Franklin is here from the coast to unscramble a theatre situation on the west coast which Government officials decided needed considerable unscrambling . . . Watterson Rothaker, who stopped over in New York after a long vacation in Italy, has seen the horse show and will shortly leave for the coast . . . Will Hays stopped over on his way from the coast to vote at Sullivan, Ind., and this column will give odds that it wasn't one of the 16,000,000 deposited for Al Smith . . . Emil Jensen, after collecting large wads of the stuff you can buy things with as the result of election bets, was heard to remark that a lot of people were kidding Al Smith all the way through . . . Dr. Lee DeForest evidently knows who he wants to team up with and whom he doesn't, and isn't a bit backward in saying so . . . Harry Marx has resigned as executive associate to Sam Katz after ten years as Sam's right hand man, and someone is going to be lonesome for awhile . . . Harry Warner got back to New York yesterday after a short trip to the coast . . .

Smith Forecasts All Talking Production

Courtland Smith, General Manager of the Fox-Case Corporation yesterday stated that the talking pictures have proved their worth in the past three months and very shortly will have completely replaced the silent variety.

Smith also said that actors and actresses would be more abundant, rather than less, because pantomime is far more difficult than acting with speech.

Five Distributors Victors In Sound Injunction

(Continued from page 1)

automatically dissolves the injunction which Robertson had obtained several weeks ago, in order to secure the sound records on Paramount's "Warming Up".

The dismissal yesterday was foreshadowed the day previous by the Judge's order to Robertson to show proof that witnesses for the defense were authorized to enter into verbal agreements with him.

Concerning the charge of conspiracy, coercion and monopoly brought in court Thursday by Robertson, against the film companies, it is the belief in film circles that this was only a method of causing the temporary injunction to continue in force as long as possible, and that Robertson, in the event, he was serious in his charges, must proceed with his action in Federal Courts, as it properly comes under the Clayton-Sherman Act.

Thus, the freeing of the exchanges from any further court action by Robertson, is today being hailed as a complete vindication and victory for the film distributors.

Another test of sound-film interchangeability took place at Madison, Wisconsin last night, when Fred Desormeaux screened for the first time a sound version of "White Shadows of the South Seas," at his Strand Theatre, over Bristolphone apparatus.

The booking of the M-G-M picture with Movietone synchronization apparently has the approval of the M-G-M branch and home office.

Fox Hot After "Midtown" Broadway Theatre Lease

(Continued on page 2)

good product to book into the Midtown caused operators to look cautiously at the new theatre.

A long-term lease with Fox may shortly be closed.

Ufa "Homecoming" to Play Paramount

The UFA production "Homecoming" featuring Dita Parlo, Lars Hansen and Gustav Frolich will receive its Broadway showing at the Paramount Theatre the week of November 17th.

It is an Erich Pommer production and was directed by Joe May.

Buck Jones Arrives

Buck Jones arrived in New York from Los Angeles yesterday for the purpose of conferring with his associates in the Buck Jones Corporation prior to starting on his next production.

"What's Right with the Movies"

(Seventeenth of a Series by Industry's Leaders)

By AMEDEE J. VAN BEUREN
President, Van Beuren Corporation

Throughout the history of the Motion Picture Industry we find one predominating underlying thought which shows itself as a challenge to any and every other industry in the world, namely, that all the brains and power behind the Motion Picture Industry have never for one moment believed in the time worn proverbial saying "leave good enough alone".

Preponderance of advanced ideas have added not only to the progress of the industry but have gained the deepest respect of the theatregoers for the work and thought that is constantly being put into motion picture production by large and small producers alike.

The introduction of the talking motion picture involving a tremendous investment by the producer and with not one cent extra charge to the theatregoer bears out these statements.

How many industrial producers are continually trying to better the quality of their product after the trade name has been established. Year after year commodities sold to the consumer remain as good but no better than the original output. But who can make that charge against the Motion Picture Industry? No body! The Motion Picture Industry will continue to work along constructive lines. It will continue to look ahead. It will continue its tremendous investments. It will never sit back in its chair comfortably satisfied that what is good enough now should be good enough a year or even a month from now. Let other industries hold merely to standard production, our industry will ever strive to raise its standard. Motion picture history will repeat itself. That is "What's Right with the Movies".

Sheehan Arrives

Clayton P. Sheehan, manager of the Foreign Department of the Fox Film Corporation, returns today on the Conte Grande from a two-month business trip through Europe.

Novat Promoted

Jerome Novat, associated with Paramount for the past ten years in various capacities, today was named manager of the Paramount poster art department succeeding Francis Blakely who resigned to take up work in a new field.

Goldin Bankrupt

Sidney M. Goldin, film director, has filed a petition in bankruptcy in the Southern District Court, listing liabilities of \$11,015 and no assets.

Principal creditors are Molly Field, \$7,360 and William Resh, \$1,500.

Heller and Beier Join Woody-Adler

Edward Heller, formerly of the B. F. Keith exploitation department and Murray Beier have joined the Woody and Adler organization in the handling of their first release "Fighting the White Slave Traffic". They will operate in the southern New Jersey territory.



McCarthy Leaves Today

J. J. McCarthy, General Manager of Movietone City at Fox Hills is leaving New York today to assume his new duties. While in New York McCarthy signed up Edward Royce and several other stage technicians for Movietone production.

Pathe Sound News

On B'way Today

The first issue of Pathe Sound News goes into the Capitol, Strand and Colony today.

WANTED

I can use from one to five hundred used Acme projectors . . . must be in fair running condition . . . any model . . . price must be right. State how many you have. Write to box No 13, Exhibitors DAILY REVIEW



TRAVELERS select the Great Northern for its wonderful location in Chicago's "loop". They return because the large comfortable rooms, homelike environment, attentive service, excellent food and moderate charges make it an ideal hotel.

400 Newly Furnished Rooms, \$2.50 a day and up. Sample Rooms \$4.00, \$5.00, \$6.00, \$7.00 and \$8.00.

Walter Craighead, Manager
DEARBORN STREET FROM JACKSON TO QUINCY
New Garage One-Half Block

PICTURE REVIEWS

"Shadows of Fear"

First National
Directed by..... Jaques Feyder
Featuring..... Gina Manes,
J. Marie-Laurent, H. A. Schlettow, Wolfgang Zilzer.

A GRUESOME TRAGEDY, ESPECIALLY WELL DIRECTED AND PRODUCED. POWERFUL CAST MAKES THIS PRODUCTION STAND OUT, DESPITE A MURDER, TWO SUICIDES AND A PARALYTIC MISFORTUNE. ONLY FOR SERIOUS AUDIENCES, AND THEN IT MAY LEAVE BAD TASTE.

Story of a middle-class Frenchman, who works as an accountant while his new bride and his mother run a small shop. Camille is a weakling and when an artist friend of his boyhood wanders into the scene, an immediate attraction is set up between the accountant's wife and the artist. They finally plan to drown the husband which they do. In time, they marry, urged on by the dead man's mother. But they find no happiness as the shadow and spirit of the dead man always comes between them. The culprits finally take to hating each other and the mother after learning of their guilt has a paralytic stroke. From then on, they gradually retrograde until they finally commit suicide as the paralyzed woman looks on, with satisfaction.

Though produced abroad, from a production standpoint it is well handled and up to our standards.

"Companionate Marriage"

First National
Story by..... Judge Ben B. Lindsey
Directed by..... Erle C. Kenton
Featuring..... Alec B. Francis and Betty Bronson

ANOTHER ATTRACTION BY TITLE ONLY. PEOPLE MAY GO TO SEE IT BUT NO ONE WILL EVER RECOMMEND IT. IT IS CHEAP.

The story is just a tedious bit of preaching that proves nothing against marriage but a whole lot against people—especially those who made the picture. It is in reality a plea for birth-control and offers no remedy for human nature or ills.

The direction is terrible and the titles date from Laura Jean Libby. Alec B. Francis and Betty Bronson are entirely lost and wasted on a badly thrown together picture.

The action drags terribly and the players are allowed to go through scene after scene doing nothing but mugging. Another thing about the titles is the fact that they never say what the players do. It is so easy to read their lips and the sub-titles are either two scenes ahead or behind what they are saying.

Story taken from Lindsey's noted book and production personally supervised by author. This did not help it much as Lindsey insisted that the letter and spirit of the book be carried out.

"Man, Woman and Wife"

Universal
Directed by..... Edward Laemmle
Featuring..... Norman Kerry, Marion Nixon, Pauline Starke, Kenneth Harlan.

WHILE THE STORY LEAVES MUCH TO BE DESIRED, YOUNG LAEMMLE HAS TURNED OUT A FINE PROGRAM PICTURE AND HAS BROUGHT FORTH THE BEST WORK SHOWN BY KERRY, STARKE AND CRAUFORD KENT SEEN IN SOME TIME.

This film, has, in addition a pleasing synchronized score which adds materially to the whole. It is a tale of a poor man who marries the daughter of a wealthy Senator, and later turns out to be a coward in the Great War. He deserts and his pal marries his wife, they thinking he is dead. A former sweetheart picks him out of the gutter and gives the gunman who is keeping her the air, in order to start life afresh with the man she has always loved. This they do, but they are traced to their hideaway by the gunman, who is killed by the hero. He goes to prison for life, but his common-law wife almost effects his escape from prison—only to see the hero deliberately allow himself to be killed, for the sake of his first wife's peace of mind and safety.

The lighting of this picture is not up to snuff, and appears to have affected many sound pictures recently made. Neighborhood, suburban and off-the-main-street houses will like this one.

"The Cop"

Pathe
Directed by..... Donald Crisp
Featuring..... William Boyd, Jacqueline Logan, Alan Hale and Robert Armstrong.

THIS IS FAIR DRAMA OF A COP OUT TO GET HIS MAN. HAS GOOD POPULAR APPEAL AND SHOULD DO WELL IN ANY NEIGHBORHOOD THEATRE. THE PHOTOGRAPHY IS POOR.

William Boyd plays the part of a sort of dumb lead in this who is "done dirt" by a man whom he befriends and so he becomes a cop in order to avenge himself. He falls in love with a member of the gang and manages to convince her that she has made a mistake in leading such a life and of course puts an end to the life of the bad gangster, who has killed his best friend on the force.

Boyd does well in his part but he is photographed very poorly. There are times when it is hard to distinguish his face from the background. Jacqueline Logan does some of the best work of her career as the heart interest and Alan Hale and Robert Armstrong are both excellent.

The direction is pretty good. The only mistake is that in leading up to a smashing climax, the director seemed to forget all about it by the time he reached it. It made the ending rather weak, but it's a good picture and will give the exhibitor nothing to worry about.

"Dry Martini"

Fox.
Directed by..... Harry D'Arrast
Featuring..... Mary Astor, Albert Gran and Matt Moore

SO-CALLED SOPHISTICATED COMEDY. SLOW MOVING WITH A WEAK STORY TOO EVIDENTLY PADDED. GOOD DIRECTION WASTED ON A PICTURE THAT WILL NEVER MEAN MUCH AT THE BOX OFFICE. FOR THE NOT PARTICULAR FEW.

The little story there is concerns itself with a divorced ex-patriot living in Paris, whose daughter visits him there and while being shown the town, shows up the American life in it. There is no action to the plot and it proves nothing except that it was a mistake to make a picture of it. There is one scene that is inexcusably vulgar and the photography is terrible.

Albert Gran works hard and well in his part, while Matt Moore and Sally Eilers, erstwhile Sennett girl, do good work and deserve better material. Harry D'Arrast's direction is excellent and strives hard to lift the picture out of the mediocre class.

"The Wind"

Metro-Goldwyn-Mayer
Directed by..... Victor Seastrom
Story by..... Dorothy Scarborough
Featuring..... Lillian Gish, Lars Hansen, Montague Love, William Orlamond, Dorothy Cummings.

WIND — WIND — WIND. TOO MUCH WIND. WIND TO THE RIGHT OF YOU, WIND TO THE LEFT OF YOU. WIND ALL AROUND YOU. AFTER THE WHOLE THING IS OVER, IT IS STILL WIND, AND QUITE A BIT OF SAND.

One of the best things in this picture is the excellent acting of Lars Hansen. He makes his character human and wholesome. Miss Gish gives a performance that makes one believe there were a lot of things she would like to have done with the part but this did not meet with the approval of director Seastrom. The story concerns itself with life in a wind devasted region and the conflict of a girl from a country, not so afflicted. Circumstances force her into a marriage that, although is not so pleasing at first adjusts itself, but not before the villain has been shot by the heroine and many, many feet of wind and sand is thrown before the lens of the cameras.

"The Woman from Moscow"

Paramount
Directed by..... Ludwig Berger
Story by..... John Farrow
Featuring..... Pola Negri, Norman Keery, Paul Lukas, Bodil Rosing, Otto Matieson.

THIS IS THE LAST PICTURE MADE BY POLA NEGRI DURING HER AMERICAN STAY AND IS A FAIRLY GOOD PICTURE HURT BY SOME VERY SPOTTY DIRECTION. NEGRI NEVER LOOKED BETTER.

This screen play was adapted from "Fedora" by Victorien Sardou. The story concerns the Russia during the days of the Czar, and has for its leading character the Princess Fedora whose fiance was killed by an uprising of Nihilists. She sets out to find the person directly responsible and this being done finds her real love. Having promised vengeance and not wanting to harm her lover, she commits suicide instead. Miss Negri is excellent in her part, ably supported by Norman Keery, Paul Lukas and Otto Matieson. The direction of Ludwig Berger is very spotty and, to our mind, the pictures great weakness. The camera work of Victor Milner was beautiful.

"Show Girl"

First National.
Directed by..... Alfred Santell
Featuring..... Alice White with Charles Delaney

HILARIOUS FARCE. PACKED FULL OF LAUGHS. GREAT EXPLOITATION ANGLES AND SURE FIRE BOX OFFICE VALUE. EVERYONE CAN ENJOY A GOOD LAUGH AT THIS ONE.

Its all about a wise-cracking baby from Brooklyn who through her own fresh brazeness and a series of publicity stunts is pushed through to stardom on the Broadway stage. This calls for a lot of funny situations and broad satire on the methods involved in starmaking. It is taken from J. P. McEvoy's book and the subtitles lifted bodily from this same book are plentiful and very good.

Alice White in the part of Dixie Dugan proves that First National used good judgment in lifting her to star parts. Charles Delaney is fine and Jimmy Finlayson as Dixie's Pa gives a particularly funny version of the henpecked husband that does the familiar worm-turning act. Altogether, this picture should be a decided help to the exhibitor.

RUGGLES TO DO "KING OF JAZZ"

Given Direction of Paul Whiteman "U" Sound Production

By W. R. W.

Wesley Ruggles, has been assigned the direction of the all important production that will bring Paul Whiteman to the screen in a Universal picture. This announcement was made by Carl Laemmle, president of this company.

The story is being written by Paul Scofield and will detail the life story of Whiteman in his rise to become the leading exponent of Jazz. It will be titled "The King of Jazz".

The original music to accompany the production is now being written by L. Wolfe Gilbert and Marian Wayne. It will be played by the Whiteman orchestra. The picture will include many of the compositions that have become popular through Whiteman's presentation and which have in turn made him famous.

Actual shooting on this production will be begun about the 1st of Feb. and will require from eight to twelve weeks.

"The Cleanup" for Fox

"The Cleanup" is the title which has been chosen by Fox Film Corporation for the newspaper story which is now being produced at the West Coast studios. Fred Newmeyer is directing. The leading feminine role is being played by Sally Phipps, with Robert Elliott and Frank Albertson also in the cast.

Grey with Columbia

Johnnie Grey, well known scenarist and playwright, has been added to Columbia's roster of prominent writers. He will do the adaptation and continuity of "The Donovan Affair," the famous mystery play by Owen Davis, which is scheduled to be one of the company's most pretentious productions of the year.

Big "U" Sound Stage

With the first two sound-proof stages completed and equipment being installed, Universal has started construction on the largest sound-proof stage yet to be erected by any motion picture studio.

The new stage will measure 150 by 200 feet and will be 50 feet high. It is planned to make on this stage practically the entire dialogue version of "Broadway," the super production which Dr. Paul Fejos will direct under Carl Laemmle, Jr.'s supervision.

Katz to Start 5th

Managers Class Feb.

(Continued from page 1)

1925, and has graduated four classes whose members have been absorbed into executive positions in the theatrical industry in every section of the country and abroad.

The fifth class to receive training in theatre management will assemble in February. The class will be limited to twenty-five men. The majority of those will be men now in the employ of Publix, whose record and whose ability merit for them the opportunity of this special training at the expense of the corporation.

STUDIO GOSSIP

Ernest G. Grooney has been engaged by Warner Bros. to train the chorus of their Vitaphone operetta, "The Desert Song."

Alma Tell has been signed for an important role in Corinne Griffith's new starring vehicle, "Saturday's Children," for First National.

The role played by Louis Wolheim in Pathe's "The Shady Lady," is that of a big Havana racketeer and casino proprietor.

Corinne Griffith will be directed by William Seiter in her next starring vehicle, "Prisoners," by Ferenc Molnar.

Paramount has bought "Close Harmony" by Elsie Janis and Gene Markey. This will be an all-talkie.

Jed Pronty has been added to the cast of "Broadway Melody" by M-G-M.

Conrad Nagel has the lead opposite Norma Shearer in the "Last of Mrs. Cheney."

Tiffany-Stahl has added Ruth Cherrington to the cast of "Spirit of Youth."

Vernon Dent has returned to the Sennett lot to make two reel talking comedies.

A. J. Kelley will direct "Confessions of a Wife" for Excellent Pictures.

Frank Austin has joined the cast of "The Drifter" for FBO.

Etta Lee will have a part in "Heat" which Sidney Franklin is directing for M-G-M.

Oliver P. Garrett and Leo Birinski are preparing an original as George Bancroft's next starring picture.

Sharon Lynn, on whose services Fox had an option, is now permanently working for that organization.

Carmelita Geraghty, daughter of the famous Tom of 'script fame, is leading woman for Johnny Burke, vaudeville headliner, in "Jim Jam Janitor," his latest Mack Sennett two-reeler for Pathe.

Ken Maynard's next picture will be "The California Mail." Dorothy Dwan will play opposite him.

Marion Byron, William Holden and Sidney Bracey are the latest additions to the cast of First National's dialogue picture, "His Captive Woman."

Lois Wilson, having signed another contract with Columbia, will play the lead in "Object, Alimony."

Clara Beranger has just signed a contract to write scenarios for Metro-Goldwyn-Mayer.

Five billion candle power was required to light one of the huge interior sets in Douglas Fairbanks' United Artists Picture, "The Iron

Extra—Extra

One day when Henry King was directing a scene, several extras were instructed to stand in doorways and peer out at Miss Talmadge, in the role of a girl of the streets, as she passed. King wanted a little man in a big coat for one of the close-ups. Charlie Chaplin, who happened to be visiting the set, was asked by Henry King how he would like to make \$7.50 as an extra.

Impulsively Chaplin interrupted the general laughter by exclaiming, "Certainly! Get me an overcoat and I'll do the scene with Norma!"

COLUMBIA STUDIOS BUSY PRODUCTION AT PEAK

With three pictures in production, two ready for shooting and several in preparation, the Columbia studios are very busy. Several mid-season productions are among the offerings now being made ready for exhibitors.

Camera work has been completed on "Nothing to Wear," and the production is now in the cutting room to be edited and titled for early release. Erle C. Kenton has been directing this marital comedy, which features Jacqueline Logan, Theodor Von Eltz, Jane Winton and Bryant Washburn.

Phil Rosen and "The Apache" company are back from location, where they were shooting the waterfront sequences of the French underworld Margaret Livingston, Don Alvarado and Warner Richmond are featured.

Al Rogell is shooting the radio broadcasting and television scene which supplies the denouement of "The Lone Wolf's Daughter." This marks the first screen appearance of this latest invention. It shares the featured roles with Bert Lytell, Gertrude Olmstead, Lilyan Tashman and Charles Gerrard.

Shooting started this week on "Restless Youth" under the direction of Christy Cabanne. Marceline Day, Ralph Forbes and Norman Trevor have the featured roles.

Sonya Levien have completed the script on a special production adapted from Fannie Hurst's play "It is to Laugh." Frank Capra will direct. Jean Hersholt, Lina Basquette and Ricardo Cortez are among the featured players.

Marie Prevost, Ralph Graves and Little Billy head the cast of "Side-show," a circus story to be directed by Erle C. Kenton.

"The Donovan Affair," "Behind Closed Doors" and "Greenwich Village," are the trio in various stages of preparation.

"The Donovan Affair" is Columbia's first "talkie" production, which will be directed by Frank Capra with Jack Holt as the star. No cast or director has yet been selected for the other two.

Mask," now in production.

Cliff Bowes, the male half of the famous comedy team of Cliff Bowes and Virginia Vance, has been re-engaged to play leads in one-reel Educational-Cameo Comedies.

OPINIONS

By W. R. WILKERSON

CRITICISM

This question of calling pictures as you see them should be the only thought in mind when a critic reviews a picture, particularly when the review is set for the eyes of exhibitors. There are times when it seems most evident that a reviewer either has an axe to grind in giving a picture a bad review or was asleep during most of the picture. This present thought was inspired by a review given by Pete Harrison on the Pathe picture "Ned McCobbs Daughter". Pete either has it in for Pathe or had a bad night before reviewing the picture and as a result fell asleep in the projection room. In either case Pete is not doing the right thing by his subscribers.

ON THE OTHER HAND

And too, it might be that Pete had no axe to grind with Pathe and that during the unreeling of the picture in the projection room, he saw every foot of it. This being true, we are surprised that Pete could not appreciate Pathe's effort to make an adult picturization of a story that could easily have been resolved into cheap "true story" magazine stuff. If a critic overlooks the best piece of suspense in a picture in favor of an automobile chase that any slapstick comedy uses, how can one expect the public in general to ever grow up?

CREDIT

It is the duty of any exhibitor publication to call every picture as his critic views them. There should never be any necessity of favoring this or that company with a good review or cursing them with a poor one. If the production has value, say so. If the reverse is true, that goes also. The duty of any publication is to inform its readers and if the wrong information is given, you have failed in your duty. Advertising or the lack of it should never enter into a review or if one or the other company did something you did not like, that too, is aside from the question. And when every critic, large and small gives a good review to a picture, there seems no good reason for one to flop-out entirely.

REAL AND HUMAN

"Ned McCobbs Daughter" is real and human. It has no clandestine love scenes, no sticky sentimentalities. The story is founded on a love born of respect and the audience is permitted to watch an admiration grow, not through passionate scenes, but by the chief character's reactions to circumstances concerning each other—the will to help each other to something better. Harrison contends that this is "demoralizing and extremely sordid". It is anything but.

Any exhibitor or critic will have a tough time finding a better picture than "Ned McCobbs Daughter" this or any other year.

DAILY REVIEW

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 110

New York, Monday, November 12, 1928

FIVE CENTS

Monday A.M.

By ARTHUR JAMES

Good old New Jersey has come out of the bat cellars of superstition and has kicked intolerance where the kicking would do the most good. It now is no crime to run or to see motion pictures on Sunday. With all the blue laws and the blue nose statutes on the books how was this miracle accomplished? By the sane processes of a grand jury which gave the blue laws full consideration and examination and then decided that changing conditions had rendered the old time laws obsolete.

One Isidore Segal of Newark insisted on keeping his motion picture theatre in Roselle Park open on Sundays. Twice he was fined a dollar and on the third violation was held for the grand jury. This body refused to indict and in its presentment asked that the matter be brought to the attention of the legislature and the governor for permanent remedial action.

In this presentment the grand jury set forth:

"These places of business, amusement and recreation, could not be operated on Sundays unless there was a demand for and patronage of them, due, we believe, to the wishes of a large proportion of our people. Under these conditions we do not deem it wise or proper to vote indictments against hundreds of our citizens or to discriminate against some in favor of others, but rather deem it our duty to present this matter to the court and public and especially to the Legislature of this State."

And the presentment added that it was not believed that non-observance of some of the laws is due to any desire on the part of persons to violate the law but rather to a change in the conditions and customs which make present law governing moral life on the Sabbath more or less obsolete.

This indeed is progress along the lines of sanity and intelligence!

EXHIBITORS IN ARMS AGAINST TALKIES STRANGULATION

Synchronizing Devices

and

How They Line Up for Installation

Movietone-Vitaphone (W.E.) (Film and Disc Systems)	As rapidly as possible. Present rate about 20 installations per week, but are giving no guarantees of delivery in less than 6 months.
RCA Photophone (Film and Disc System)	Several already installed, but not prepared to talk immediate or quantity delivery, although rapidly getting under way.
Sonora-Bristolphone (Disc System)	Available immediately upon acceptance of order. Installation immediate, depending on length of time necessary to wire house.
Biophone (Disc System)	Taking orders immediately. Installation within 30 days after acceptance of order.
Cinephone (Film and Disc System)	Immediate delivery. Installation inside theatre guaranteed within 30 days after order.
Phototone (Disc System)	Won't be in position to deliver, until receipt of first batch of machines, within week or two.
Phonofilm (Film and Disc System)	Initial installations will be completed about November 25.
Han-A-Phone (Disc System)	About 110 machines already installed throughout country. Accepting all orders.
Filmtone (Disc System)	Taking orders immediately and delivery within 4 weeks. Film subjects also available immediately.
Nathanson Reeltone	Taking orders immediately. Delivery and installations within one week.

In Desperate Straights Theatre Owners Sponsor Interchange Tests

Exhibitors throughout the country are in a panic regarding sound. Those that have their houses equipped are doing business or they are not doing it. Some theatres are standing them out, other doing fair and still some not making expenses. The exhibitor that has no equipment is attributing his bad business, if this is the case, to his inability to get sound in his theatre and finds that, in the case of Western Electric, it will take from six to eight months to get an installation. They figure, business or no business, in order to get the full benefits of pictures being made today, for today and tomorrow, they have to have a sound apparatus in their houses, for every producer of any note is only thinking in sound.

True, they are advertising pictures both sound and silent, but the further they go, the more concentrated they become on the talking idea solely. Their story purchases are made with a "talkie" in view and maybe the picture done silently will not be so good, even if they do

(Continued on page 2)

P-F-L SEMI-ANNUAL SALES MEET TODAY

Paramount home office executives, district and branch managers start a four day sales conference today at the Paramount home office, for the purpose of checking up on activities during the first half of the film year and formulating sales policies for the balance of the 1928-29 season.

Visiting executives are staying at the Paramount Hotel, New York City. About 75 persons are in attendance.

"Awakening" Has

Coast Opening

"The Awakening", Vilma Banky's first individual starring picture for Samuel Goldwyn, opened last night at the United Artists Theatre, Los Angeles. "The Awakening" is expected to come to New York around the first of December.

M-G-M Puts O.K. on Bristolphone Apparatus for "White Shadows"

REICHENBACH SIGNS LONG-TERM 'U' CONTRACT

Harry Reichenbach on Saturday became a permanency at Universal Pictures Corporation. On September 20th he was engaged for eight weeks to preside over the publicity destinies of the new policy at the Colony Theatre. On Saturday, Reichenbach signed a long time contract to stay with the Universal and to relinquish the other publicity enterprises in which he has for a number of years been engaged.

(Continued on page 2)

By SPECIAL CORRESPONDENT

"White Shadows of the South Seas" a Metro-Goldwyn Mayer production opened at the Strand Theatre, Madison, Wis., Friday night, perfectly synchronized by means of a Sonora-Bristolphone machine, and opened to the greatest business ever known in the history of Madison. It might be recalled that this M-G-M production was recorded by the Victor Talking Machine Company who holds a recording lease through Western Electric, it should be mentioned also that it is understood that W. E. frowns upon its licensee's issuing discs on one of their re-

(Continued on page 4)

DAILY REVIEW

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Canadian Office: Canadian Moving Picture Digests, 259 Spadina Ave., Toronto, Canada.

GOSSIP OF ROME

By ANDERSON GREGG

ROME—End of October.

Being careful to make a fork of the index and fourth finger—the familiar sign of the "jettatura" invented by Romulus himself to ward off the evil eye-devotees of bel canto as it passes through Pucini and Mascagni in its native land and at last condescend to discuss the talkies.

This is the first and biggest item of gossip to greet me on my arrival day before yesterday. Who started it? Why, none other than George Tyler. Who is George Tyler? Well, ask Pietro Mascagni, who knows that George can be depended on to meet him down the Bay whenever the maestro visits New York. Pietro will tell you that George is the last word of wisdom on all matters of art in America. So when Tyler deigned to talk talkies as he was leaving Italy for home via Paris and London, the Roman cognocenti literally sat up and listened.

It was good listening to the bel canto-ites, for the way George slammed the talkies was as soothing to them as O Sole Mio from the larynx of Tito Schipa.

J. H. Duval gave me this choice morsel even before I had seen the Victor Emanuel Monument. Duval is by way of being a Roman-American oracle himself.

"Tyler had left before I arrived," he told me, "but the echoes of his talkie slam were still reverberating from peak to peak of the Seven Hills. I gathered that Tyler told Mascagni, and Pietro told all his friends that, the talkies were terrible, and would go to their infernal reward the moment their propaganda value was exhausted."

Knowing that Duval had been an early purchaser of stock of the company organized to exploit the De Forest patents, I ventured to surmise that he had not confessed that act to his musical friends.

"Unfortunately," said Duval, gloomily, "I told them all about it."

"And—" I prompted.

"They called me 'traditore', and I had to flee for my life."

"What's Right with the Movies"

(Eighteenth of a Series by Industry's Leaders)

By SAMUEL ZIERLER
President, Excellent Pictures

There are so many things right with the movies that I could not describe them in five hundred words. An institution that can day after day, week after week and month after month for two decades and more bring entertainment, refreshment, diversion and happiness to the millions of poor people as well as those more fortunate all over the world is essentially and basically right or it could not so long exist.

The movies are right because they are primarily homespun entertainment for the common people. They are right because they are comparatively inexpensive to the public.

They are right because in large measure they are clean and wholesome and their influences are good influences.

They are right because they foster and promote ideals, the love of family, the love of country, the love of the decent and the right thing.

They are right because they refresh the weary and the tired. They are of great service to the sick and suffering because through modern devices they are carried to the hospitals so that those stricken may be helped even before they reach the stage of convalescence.

The movies are right because they are the great friend of the children and because they stand today as the children's most popular amusement.

They are right because they are educational, broadening and developing to the human mind.

They are right because they are the most splendid invention in the history of mankind.

Exhibitors in Arms Against Talkies Strangulation

(Continued from page 1)

get one without the spoken word.

In Arms Against W.E.

Most all of the independently owned houses are up in arms against Western Electric and their boast that "orders will be filled in the order that they are received" and cite cases of the chain operated houses getting equipment almost any time they desire and on a very short notice, compelling W.E. to shelve, for the time being, orders received prior to the circuit contract. Some of them are asking how it is possible for the Loew houses to get sixty sets in sixty different theatres when it is known that contracts for installation in independent houses were received, even before Loew-Metro decided to use W.E.

Price High

Many exhibitors are yelling about the price being charged by W.E. feeling that sooner or later they will either be selling for less, or will put out a machine of smaller cost. And still others are buying machines of other makes feeling certain that the distributors will not continue to shoulder the burden of interchangeability for W.E. in not selling a W.E. recorded picture to a house not equipped with a W.E. device.

Other Makes

There are machines of other makes that, in so far as quality and the reproduction, are interchangeable with W.E. Many of these equipments can be had on a week or ten days' notice and some exhibitors encouraged by a cheaper price, early installation and the almost certain conviction that the distributors will suddenly give in and furnish the discs to be run on any equipment, are dumping orders into these organizations. Others are buying machines with two turn tables and are cueing their pictures with a Victor, Columbia, Brunswick or Sonora disc catalogue in their hand, buy the records and put a sign out in front of their theatre advertising the picture "with sound". These exhibitors can see no difference, in so far as the audience is concerned, whether the sound has been synchronized for the picture at a studio or cued and

played in their own theatres, both are sound and if cued right, both have the same effect. Of course the straight talking picture is another thing altogether.

Reichenbach Signs

Long-Term "U" Contract

(Continued from page 1)

With the withdrawal from these enterprises he also gives up the offices he has maintained in the Strauss Building for the last three years, and will make his permanent headquarters with Universal at 730 Fifth Avenue.

The approaching release of Universal's more important pictures for 1928-1929 determined Carl Laemmle prior to his departure for California to tie up Reichenbach's full time and energy as a specialist in publicity ideas and campaigns. He is already at work on novel and individual showmanship ideas for "Show Boat," "Broadway," "The Last Warning," "Give and Take," "The Girl on the Barge," "The Cohens and Kellys in Atlantic City" and Reginald Denny in "Red Hot Speed."

WAFILMS, Inc.

Walter A. Futter, Pres.

for Libray Stock Scenes
130 W. 46th St. New York
Bryant 8181

WEISS-GOLDSTONE BIOPHONE 1 YR. OLD

Exactly one year ago November tenth Mr. Alfred Weiss and Phil Goldstone decided to start the manufacture of a talking picture machine and also the production of talking pictures.

In co-operation with the best engineers obtainable, Weiss perfected the BIOPHONE Machine which is now being offered to the exhibitors and which every exhibitor in every territory will be able to see and hear by December first.

Goldstone, assisted by engineers of the Johns Manville Company, built and equipped a large sound studio in the East, for the production of talking pictures. These stages are now in operation and will shortly deliver to the market a line of talking, singing short subjects, features and road shows.

WANTED

I can use from one to five hundred used Acme projectors . . . must be in fair running condition . . . any model . . . price must be right. State how many you have. Write to box No 13, Exhibitors DAILY REVIEW

Classified Advertisement

Advertisements in this section, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

FOR SALE

MOTION PICTURE AND "STILL" cameras rented, sold and exchanged. Portable films for sale and for rent. Keep us advised of your wants. Ruby Camera Company, 727 Seventh Avenue, New York City.

LOCAL FILMS

MOTION PICTURES MADE TO order. Commercial, Home or Industrial. We have excellent facilities and the best cameramen. Our price, 20¢ per foot. Ruby Film Company, 727 Seventh Avenue, New York City.

BUSINESS OPPORTUNITIES

WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

AFFILIATED EUROPEAN PRODUCERS, Inc.

announce the early release of

"The Holy Devil"

with Gregor Chmara, of the Moscow Art Theatre,
as RASPUTIN

N. Y. DAILY CRITIC TAKES RAP AT VITRIOLIC TULLY

Betty Colfax's neat tribute to Jim Tully, the 'pug' who was NOT entertained at luncheon by the AMPA Thursday, appears in the N. Y. Evening Graphic and is worthy of repeating. Says Betty:

"Jim Tully departs from New York, Hollywood bound this week, which is good news for Manhattan, but a sad message to send the West Coast movie colony. For of all the intruders who ever repaid badly needed hospitality with vitriol, Tully is a prize-winner.

"No one knows better than Rupert Hughes, Charlie Chaplin, Jack Dempsey, Jack Gilbert, Jim Cruze or any one of a score of others the high cost of a friendly gesture in the general direction of Mr. Tully.

"Self-styled hobo, giving the im-

pression of not wanting to fit into any but his natural background, Tully has a powerful gift which he has used as a dangerous weapon. He can take a grain of truth, a shovelful of imagination and fashion an article highly entertaining to everybody except the victim. He walked the tracks into Los Angeles one morning and he's been shaking his dirt around the doorsteps and dressing rooms of Hollywood since.

"Tully is the bugaboo of stars, producers, directors, cutters and electricians. That's what this extramp has done with a remarkable vocabulary, a sharp wit, a California calling list and an apparent absence of scruples.

"How Hollywood will welcome the bad, bad boy of Vanity Fair."

Rogers Film Gets

Victor Pict-Ur-Music

Announcement comes from the office of Louis T. Rogers that arrangements have been made with the Victor "Pict-ur-Music" Library Record Service for the Adaptation of the Non-Synchronous Sound Projector for his Emil Jannings' picture, "FORTUNE'S FOOL."

This makes it possible for every theatre equipped with the Sound Projector of Electric Research Products to secure a cue sheet and records from the Victor Talking Machine Company for this picture.

No Bow for "Zieggie"

It seems that Clara Bow's contract was about up and Miss Bow got an idea that her services were worth quite a bit more money. So whether by luck or design, an offer came from Florenz Ziegfeld Jr., New York's great stage producer, for lovely Clara to switch her makeup box to one of the Ziegfeld theatres. But Paramount had other ideas. They too, felt that their big star had an increase in pay coming to her with the result that "Zieggie" will have to wait, at least two more years if he want to tag Clara for his "Follies."

WARNERS TO INCREASE COMMON AND PREFERRED

The New York Stock Exchange has received notice of a proposed increase in authorized common stock of Warner Brothers Pictures, Inc., to 2,500,000 shares from 550,000 and the creation of 785,604 shares of new preferred stock.

The last balance sheet of the corporation and its subsidiaries, for the year ending August 31, 1928, showed a net profit of \$2,044,851.

This compares with a net profit for the corresponding year previous of \$30,426 and the present profit and loss surplus for the current period was \$810,429 as compared with a deficit of \$1,234,412 on August 27, 1927.

Cantor Short Reel

on "Criterion" Bill

A short talking picture, "Eddie Cantor, That Party in Person," will be shown at the Criterion Theatre on Friday night as part of the preliminary bill to "Interference", Paramount's first all-talking picture.

The Cantor film was produced at the Paramount Long Island studio under the supervision of Monta Bell and shows the popular stage performer as a singer, dancer and comedian.

Peter Pan

The interior lobby of the Paramount Theatre is now adorned with a new statue of Peter Pan, which Charles Andrew Haffner modelled in bronze. It will stand at the head of the grand staircase.

FIRST PATHE SOUND NEWSREEL ON BROADWAY

The contents of the first Pathe Sound Newsreel, which is issued with RCA Photophone synchronization and out today reveals a wide variety of subjects.

The reel opens with a demonstration of a non-shatterable bullet-proof window glass; then follows with a massed group of four Texas Regimental bands playing "Over There".

Other subjects include a historical resume of the Pathe News, featuring a Theodore Roosevelt subject taken in Christiana, Norway in 1910; a baby subject and ends with an address by Sec'y. of the Navy, Wilbur.

EDWARDS APPOINTED

Will Manage Two "U" Houses in Corvallis, Ore.

Fred A. Flader has announced the appointment of Cal Edwards, Jr., to the managership of the two Universal houses in Corvallis, Oregon, the Majestic and the Whiteside.

'White Slave Traffic' Opens Syracuse Empire on Thanksgiving Week

Syracuse.—"Fighting the White Slave Traffic," the Woody & Adler production now playing Newburgh and Poughkeepsie, opens at the Empire here Thanksgiving week.

The booking was made through A. Kaufman and a heavy exploitation campaign will be carried through.

WE'LL PRINT IT IN GOLD

if you say so—that greeting and that announcement of yours, or we'll say it in words of silver, ablaze with color—But you MUST SAY SO EARLY—as time speeds apace in the creation of the

Eleventh Annual Announcement Number EXHIBITORS DAILY REVIEW

out Tuesday, January 1, 1929

Your reservation made now will insure proper display—suitable copy and a fortunate result.

They Are Coming In, Now!

KENNEDY PUZZLES HOLLYWOOD

After Nucleus of Big Producing Organization—But for Whom

By J. HARRISON EDWARDS

Joseph P. Kennedy, has all of Hollywood guessing. He arrived last week and immediately took on the aspect of a very busy man working from the FBO headquarters.

This same Kennedy person "burns-up" the chissling scribblers in that he refuses to do any talking to anyone from the press at any time and the scribblers can't believe it is true, they don't know what to make of it. To think of some one in the picture business too busy to see a scribbler, or even to answer a letter or phone call. And the very thought of a man heading a producing and distributing organization, whose very backbone is "publicity" refusing to give out a story. This reality is too much to bear.

Concentrating on Pathe

Kennedy seems to be concentrating all his attention to Pathe, checking over finished production and talking to his production heads about new product. He can be seen going in or out of his office or the Pathe studios early in the morning (too early for the scribblers) and leaving late at night. To every inquirer that happens to corner him he gives the same reply "I have nothing to say". And that always means nothing.

Rumors

There are rumors around Hollywood that Kennedy is raising havoc with a lot of the studios in that he is checking up on the length of time different star players have remaining on their present contracts, and if it is not too long to wait, he interviews the star, offers them a proposition and, it is said, "always gets his man" much to the consternation of the studio who holds his services at this time. It is thought that Kennedy has in addition to Gloria Swanson and Tom Mix; Adolphe Menjou and John Gilbert, and it is his intention of getting two more stars of major proportions and this being done will start an entirely new distributing and producing organization along lines schemed on a different principle than exists today, and have the star make only two pictures a year.

Columbia Loans Dorothy

Revier to Fox

Dorothy Revier, Columbia's popular blonde star, has been borrowed by Fox to appear in the featured role of a newspaper story soon to go into production under the direction of Fred Newmeyer.

After completing her Fox engagement, Miss Revier will return to Columbia to whom she is under long-term contract. She is scheduled to appear in several of the company's outstanding productions this year.

Hugo Stays West

United Artists has decided that it is most important to them to have Hugo Reisenfeld in Hollywood, so Reisenfeld has obligingly consented to stay and keep on making musical synchronizations for the pictures of that company.

STUDIO GOSSIP

Fritzi Ridgeway and Lucien Littlefield will have featured parts in Vilma Banky's next, "Childs Fifth Avenue."

Josephine Dunn has been added to the cast of Fox's "White Silence".

Tom Reed has renewed his contract with Universal for six months.

Farrell McDonald will have a part in "Strong Boy" which Fox is making.

Wesley Ruggles is directing the dialogue of "Port of Dreams" featuring Mary Philbin.

Norman Burnstine has signed a new contract with Paramount.

Marcella Daly has been added to the cast of "Tong War".

Lilyan Tashman has joined the cast of "Broadway" for Universal.

Dudley Early will write the dialogue for "Nightstick".

Tenen Holtz has a one year contract with M-G-M.

Mal. St. Clair will direct "Saturday Night Kid" for Paramount.

Robert F. McGowan, who has ever guided the destinies of Hal Roach's Rascals, otherwise and better known as "Our Gang", is putting his tots to work again next week. This will be their first camera work in the past three months.

Jack Holt has left for a cattle ranch in Arizona with a company of 50 to make scenes for his new western.

Tim McCoy has gone on location to film parts of his latest cowboy picture.

Charley Chase, Hal Roach comedy star, will start production tomorrow on another of his society farces for release by Metro-Goldwyn-Mayer. The direction will be in the hands of Jimmie Horne.

ALL-BRITISH PICTURE UNDER WAY ON COAST

By J. HARRISON EDWARDS

British Dominion Film Company, an English producing organization, is going to have a picture made in Hollywood and Marshall Neilan is going to direct it.

These British companies seem intent in crashing the American market somehow or other. They have tried a lot of things, using American directors and players in their productions made on the other side, but that did not seem to have much effect in gathering in dollars from American exhibitors, now the Dominion Film Company have hit on the idea of making one in Hollywood (at the Metropolitan studio) with an all-English cast, and seeing what effect that might have.

The picture will be known as "Behind the Headlines" and it will be a newspaper story. Production to start within thirty days.

What! No Women?

All men in the cast is a novelty being tried in "Friendship," a two-reel movietone subject at Fox's. Robert Edison, Donald Gallaher, Edward Earle, Joseph Striker, Carl Miller and Paul Fung, Chinese actor, are in it. Eugene Walter, playwright, not only wrote, but directs it.

M-G-M Puts O.K. on Bristolphone Apparatus

(Continued from page 1)

corded pictures to be run on a device other than W. E. unless the tonal and reproducing qualities of the equipment is as good as W. E.

M-G-M Determines Quality

In order to determine the quality of the Sonora-Bristolphone apparatus installed in the Strand, Sam Shurman, Milwaukee manager of M-G-M visited the Strand in Madison last week, listened to the installation and put his stamp of approval on it for M-G-M and agreed to turn over the W. E. discs for "White Shadows of the South Seas" to manager Fred Desormaux for the run of the picture, although the Strand only held a contract for the "black and white" silent picture.

"Lilac Time" Next Week

Manager Desormaux informed a correspondent for the Exhibitors Daily Review that he was highly satisfied with the great business being done and the reproduction of Sonora-Bristolphone and that he was going to run this picture for seven days and had booked the First National production "Lilac Time" for next week and would give it a seven day play also. He said "there seems to be some trouble with First National though, for I was informed today that, inasmuch as I only had a contract for the silent production they would not furnish me with the discs."

"I got Ned Depinet, First National sales manager on the phone, and told him I expected to receive the discs with "Lilac Time" and if I did not, I would not run the picture and would close my house for the seven days, entering suit for the amount of damages incurred, feeling that the disc records were just as much a part of the picture as a cue sheet, a poster or a press book."

At the time of going to press the Exhibitors Daily Review was not able to reach anyone in the home office of First National for their version of the Madison booking.

"Sound Your A" Changed

Announcement was made today by Fox that the two-reel Movietone subject announced as "The Blew Danube" will be released under the title of "Sound Your A". This is an all-dialogue subject by Sidney Lanfield and Ben Holmes, with Harry Lehrman directing.

Luddy Directs Lake

Edward Luddy has been selected to direct Arthur Lake in his first feature length starring vehicle for Universal, "Campus Kisses", according to an announcement by president Carl Laemmle.

OPINIONS

By W. R. WILKERSON

STUPID

Whoever was responsible for holding the crowd of ticket holders in the lobby and on the street in front of the Rivoli Theatre Friday night until 8:50 should be packed and sent back to the carnival he evidently came from. It was the most stupid piece of theatre management it has ever been our misfortune to witness, and the injury to the Rivoli, to United Artists, to Miss Talmadge and her very fine picture "The Woman Disputed" and to motion pictures generally, can not be reckoned.

* * *

CONFUSION

It was the opening performance of the latest Norma Talmadge production and as such had special significance. Added to this, United Artists, very generously, gave the entire receipts to the New York American Christmas Fund. Picture was scheduled to start at 9 o'clock. People that had no intention of going in the theatre, were allowed to fill the lobby, hoping they might get a glimpse of a picture star or some famous personage. When ticket holders began to arrive at 8:15 or 8:30 they could not get near the entrance. A man in uniform informed them the doors would open at 8:45. The crowd became so dense, patrons arriving in their cars could not get out in front of the theatre as the street was packed. Once the doors were open, there was a mad rush to gain admittance. When inside confusion was added by the fact that so many people arriving at the same time made it impossible for the ushers to seat them. Patrons were walking up and down the aisles trying to locate their seats. Much criticism was heard on all sides for the cheap, and very undiplomatic supposed piece of showmanship (if you care to call it showmanship—we have another word for it).

* * *

WHO BENEFITED?

It was most evident that this "hold-out" was arranged to give the public passing the theatre the idea of a tremendous opening with a hope of enticing them to the box office. It this was the thought, and it could be the only one, it missed by a million miles, for had any one person been attracted by the mob and wanted to go in, it would have taken them all night to reach the box office, and for this reason, a lot of seats were unfilled and unsold. Added to this the fact that most everyone in attendance were pushed and mulled around to such an extent that he or she were in no frame of mind to enjoy the excellent attraction offered on the screen. The management of any theatre should have one thought in mind at all times, PLEASE THE PUBLIC.

* * *

THE PICTURE

"The Woman Disputed" is one of the best of Miss Talmadge's many good pictures. It was ably directed by Henry King with unusual photography by Oliver Marsh. The supporting cast was of high order.

M. H. Hoffman Tells "What's Right with the Movies"

DAILY REVIEW

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 111

New York, Tuesday, November 13, 1928

FIVE CENTS

The Happy Award

By ARTHUR JAMES

The Giannini award of the Sam Harris cup is in itself an expression of and a recognition of amity. There is no more friendly nor more kindly man in the motion picture industry and the friendship toward him is evident in both England and America. Were we, on some possible occasion, to need an Ambassador of friendship Dr. Giannini would be the natural choice. We are moved to express upon behalf of all the industry our felicitations to Dr. Giannini and our congratulations to the industry here and in England over this happy award.

• • •

In the California sense an agent is a guy who collects a percentage of a player's salary for looking wise and talking lots. The real agent is a business help to the player. The barnacle agent is—a cheap grafter.

• • •

If we weren't too darned honorable we'd tell you who wins the Photoplay medal for the best picture of the year, but as we are too darned honorable we won't speak till Thursday.

• • •

Worthy friend Channing Pollock says: "If there was 'no new thing under the sun' when the Bible was written, I think it hardly likely that any minor author, such as myself, will find an unsullied subject these thousands of years later".

What does new mean anyway? In 2000 years there might be a chance for something new to develop—Lindy for instance—the movies—and more than we have room or wish to print.

A. H. GIANNINI CHOSEN WINNER OF ANGLO-AMERICAN HARRIS CUP

Iowa MPTO to Join National Group at Coming Convention

WOODHULL MEETING TO SOUND 'REFORM' DANGER

An important meeting of the Board of Directors of the Motion Picture Theatre Owners of America will be held at the National Headquarters, 1650 Broadway, New York City, Thursday, November 15th. A number of matters referred to the Board at the Toronto Convention will be given special consideration.

In this list will be the Labor, Legislation and Sound Pictures problems. Reports on these situations prepared by special committees will be submitted. A general review of the Music Tax proposition will be made. A number of situations have come to the front in this matter recently which materially changes the complexion of things from the standpoint of the Exhibitor and brings the day of a favorable solution of the same nearer.

Legislative situations now press for attention in view of the close proximity of the Congressional session and the fact that the Legislatures in forty-three states meet in the coming winter and spring. The natural view to take of the situation is that many bills will be presented affecting the Motion Picture industry. These, in the main, will, as experience proves, be without merit. But all must be watched carefully to prevent disturbances in the business.

Congress will again hear from the Brookhart and Hudson bills and from the Walsh Senate Resolution. A special conference of reformers has been called for Washington next month to prepare a line of procedure in favor of these measures.

President Woodhull has a very interesting program for the Board of Directors which comprehends the entire situation enumerated here as well as other matters. The session will commence at 10 o'clock Thursday morning and will take up at least the entire day with a possible evening session.

DES MOINES — The M.P.T.O. of Iowa, it is rumored, may desert their leaning toward the Allied States group, and join the Motion Picture Theatre Owners of America.

Those in close touch with President E. P. Smith, of the theatre owners' association predict that as a result of the visit paid the Iowa group by R. F. Woodhull recently, the exhibitors will either affiliate nationally or else remain independent.

Smith has stated that Iowa is not tied up or honor bound to either group and intimates that the coming

(Continued on page 4)

H. M. Warner Returning

H. M. Warner, president of Warner Bros. is due back in New York at the Home Office this week following a short trip to the company's studio in California where he outlined preliminary plans for next year's productions with his brother J. L. Warner who is chief studio executive.

Texas Sound Film Turmoil Brings 200 to Dallas Today

DALLAS — The Annual Convention of the M.P.T.O. of Texas, the highlight of which will be a round-table emergency discussion of the sound-picture turmoil, has drawn a total of 200 exhibitors throughout the State to the Baker Hotel here, where President H. A. Cole will call the convention to order this morning.

Cole's report will cover the activities of the association during the past year, on theatre taxes, power rate problems, the Alexander contract, reviews of recent constitutional changes, Sunday shows, Music Tax and sound and synchronization problems.

A new set of officers and directors to serve for the ensuing year, will be chosen tomorrow afternoon and the convention will wind up with a Cabaret dinner-dance on the Peacock Terrace.

Hays, Otterson, Burkan, Sam Harris, Blumenfeld Honored Dinner Guests

This trophy is an award by Sam Harris, publisher of "Today's Cinema" in London to the man or woman who in a given year does the most to promote international amity between the film industry of Great Britain and the film industry in America.

The cup was donated to the Associated Motion Picture Advertisers and the award is made annually. The winner this year was chosen by the Board of Directors of the A.M.P.A. and the cup will be presented

(Continued on page 4)

GUS SUN-CHAKERES IN SCHINE MERGER

CLEVELAND — A merger of the Chakeres and Gus Sun theatrical interests has taken place here and an affiliation of this group with the Schine Theatrical Enterprises has been effected. This is the largest theatre deal in Springfield, O. history, and became effective November 10th.

The merger of the Gus Sun Regent

(Continued on page 4)

DIRECTORS APPROVE \$3 P-F-L DIVIDEND

Paramount Famous Lasky Corporation directors yesterday declared a quarterly dividend of 75c on the new common stock payable December 29th to stockholders of record on December 7th. This places the new stock upon a \$3.00 basis.

Commenting upon the increase in dividend, Mr. Adolph Zukor, president of the Corporation, stated that the present business of the company and its immediate future profit outlook were such as to make the other directors and himself feel that placing the stock on a \$3.00 basis is entirely warranted.

THE PUBLIC

Thousands of letters have been in every part of the nation asking "Uncle Tom's Cabin" will be shown in public is aroused in its desire to see have been reading our Saturday stories, magazine stories, review cities, word of mouth advertising of human communication. Hundred towns have already made big money. Thousands more exhibitors will do is when public interest is aroused campaigns from your nearest on Carl Laemmle's

IS AROUSED

received by Universal from people
when "The Man Who Laughs" and
their towns ----- evidence that the
these pictures. For months they
Evening Post Ads, newspaper publicity
reprinted from newspapers in other
and every other conceivable form
of exhibitors in large cities and small
as a result of this huge publicity
everywhere. The time to get the money
get the two tremendous selling
Universal Exchange **NOW**
two super winners!

DAILY REVIEW

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Joe Blair, West Coast Representative, 1255 Farmand Avenue, Los Angeles (Phone Hempstead 1514)

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour Street, London, W. 1.

Canadian Office: Canadian Moving Picture Digests, 259 Spadina Ave., Toronto, Canada.

GOSSIP OF BERLIN

By XAVIER STRASSMAN

BERLIN — First week in November.

Following the gloomy departure of Charles Delac, President of the French Motion Picture Chamber of Commerce, British International Pictures, Inc., has celebrated a special triumph for its product at the Berlin Alhambra. Right on the heels of a prosperous week at that theatre with "The Constant Nymph," the English producing concern "showed" highly amused Berliners with Monty Banks for another week in his new comedy, "Adams' Apple."

Sidney Garrett brought over the effervescent Monty for personal appearances which went far toward making the laughs unanimous. Incidentally, I found the popular British comedian in a state of elation over a cable from New York stating that "Adams' Apple" had been definitely accepted by World Wide Pictures for distribution in the United States and Canada, where it will be billed as "Honeymoon Abroad."

The story of the film exploits the last word on the comic strip mother-in-law idea. The bride's mother insists on personally managing the honeymoon, and does it so efficiently that the bridegroom, from the altar in New York to Paris, to London, and back home, continues in the sad situation of a husband in name only.

The thick slabs of gloom which surrounded Charles Delac as he took the train back to Paris after several days' conference with leading German distributors, by his own confession, spelled defeat. He said frankly that if Germany and France couldn't produce a better movie entente, France might as well close the frontier to German films and seek a more equitable arrangement with the United States or England. The figures for 1928 sufficiently illustrate the point; German films into France, 120; French films into Germany, 15. In 1924 the balance was in favor of France, 44 to 20. However, it is rumored here that French producers have heard about the "talkies", and are giving the innovation due consideration.

"What's Right with the Movies"

(Nineteenth of a Series by Industry's Leaders)

Vice-President and General Manager, Tiffany-Stahl Productions

By M. H. HOFFMAN

The talkie upheaval — great because it is progress, creates greater interest in the movies and more patronage for the industry;—because it means greater attendance, providing that, notwithstanding sound, good pictures are made and providing that they are good whether shown with or without sound.

Talkies troublesome for producers?—of course they are, but nothing worth while comes easy.

Keen competition in production makes better producers and better pictures. Keen competition in exhibition makes better showmen and better shows.

Even occasional unfair competition, particularly in the exhibiting end, makes some exhibitors realize that in union there is strength; that big business is not conducted single-handed; the petty jealousies do not pay; that to command respect from "opposition" and to turn that respect in cooperation, they must put up a proper front with proper leadership.

So I say everything is right with the movies, even if some must be hurt to have sense bumped into them.

Some producers will be hurt if they do not follow in line with progress; some will be hurt if, while clamoring for the new, they forget that for sometime to come many thousands of exhibitors will play the

pictures silent, therefore pictures must be good without as well as with sound.

Some will hurt if they forget that, sound or no sound, the play is the thing and the picture must be good as silent entertainment; that sound should only make a good picture better; and that sound is an improvement but that the quality and entertainment value of the picture must still speak for itself in silence.

The exhibitors must exercise more than ever their ability to choose pictures which will stand up in silence. The exhibitors must be on the alert against disappointing the public by serving dessert where a hearty meal is wanted.

Just as it is bad to advertise a bad article, just so would it be dangerous to serve the public with poor pictures now when the interest of a greater patronage is aroused, because the greater number interested the greater number will be disappointed and will turn from pictures to some other form of amusement.

Let us not forget that the increased admission prices at motion picture theatres have put these theatres in competition with legitimate roadshows—and the pictures had better be good to stand such competition. **EVERYTHING IS RIGHT WITH THE MOVIES**, just let us keep pace with the times!

A. H. Giannini Chosen

Winner of Harris Cup

(Continued from page 1)

at the Anglo-American dinner, to be given at the Hotel Biltmore on November 20th. Mr. Harris will be present and will personally hand the cup to Dr. Giannini.

It is understood that the winner of this year's honor was reluctant through personal modesty to accept the trophy but his blushing reluctance was overcome and yesterday he notified the committee that he was happy to accept and that he deeply appreciated the great honor.

Dr. Giannini is one of the best loved men in the motion picture industry and has been conspicuous as one of those whose confidence in the industry has been invariable and continuous. As a banker doing business with picture companies in England and America for many years he has never suffered the loss of a dollar through obligations incurred by the picture interests and this speaks well for the responsibility and integrity of the industry.

So soon as it became known that Dr. Giannini was the winner of the cup a renewed interest was shown in the Anglo American dinner, and it is probable that it will now be one of the big events in the history business.

Among the honor guests at the speaker's table will be Will H. Hays, Mr. Ralph D. Blumenfeld, editor of the London Daily Express and President of the Royal Institute of Journalism of Great Britain, who as chairman of a delegation of fourteen newspaper men from Great Britain and Ireland have been touring the United States from coast

to coast as guests of the Carnegie Endowment for International Peace Major General Robert Lee Bullard of the War Department at Washington, D. C.; Dr. A. H. Giannini, chairman of the Bank of America; Mr. J. E. Otterson, President of the Electric Research Products, Inc., Mr. Nathan Burkan, and Sam Harris, editor of The Cinema of London.

Edward L. Klein, chairman of the Anglo-American Banquet Committee, which has been working day and night on preparations for this function, has received a number of communications from England complimenting the A.M.P.A. on their efforts to promote the spirit of good will and cooperation between the motion picture industries of the United States and Great Britain.

Gus Sun-Chakeres

In Schine Merger

(Continued from page 1)

and Fairbanks Theatres, with the State and Majestic owned by the Chakeres Amusement Co. has been accomplished by the formation of the Regent-State Corporation of which Phil Chakeres will be the managing director.

Steps will be taken to build a new 3,000-seat house in Springfield in which Keith vaudeville and first-run pictures will predominate.

Iowa M.P.T.O. to Join

Nat'l. Group at Convention

(Continued from page 1)

annual convention, dates on which will be announced shortly, and at which Steffes, Richey, Rembusch and Cole will be present, ought to decide the issue.

JEANNE EAGLES' WORK WINS \$150,000 CONTRACT

Stage Star's Rushes in "The Letter" Brings New Long-Term Offer

By W. R. W.

In so far as Jeanne Eagles is concerned, the Actors Equity Association can go and look for a hole to bury itself in. It will be remembered that Miss Eagles was barred from future stage activities due to her run out on the production of "Her Cardboard Lover" in Milwaukee and St. Louis. It looked bad for this brilliant star until someone around the Paramount office got the bright idea that she was ideally suited for the feminine lead in their proposed all-talkie production of the Somerset Maugham play "The Letter", and in acting on this idea, they experienced no trouble in getting together with Miss Eagles. They signed her on an eight-week contract for \$25,000 with a pro rata arrangement should the picture require a longer time.

Very Enthusiastic

Eastern production heads and home office officials are wild about Jeanne. This after seeing the first rushes on the picture. They are trying to get her on a long term contract and probably will. They have offered \$150,000 a year for a three year period to make two or three pictures each year. This is the rub. The money is O.K. with the star, but she only wants to do two, instead of three pictures for this amount. If they insist on three, she wants the ante raised to \$200,000 and for the same period.

What has encouraged Paramount in making this offer is not only the work of this star, but the manner in which she is going about it. They say she is the first person in the studio each morning and the last one to leave at night and during the making of most of the picture she has been far from well but has never complained a minute nor has her famous temperament been in evidence. This, of course, is something to be encouraged about as Miss Eagles did "her number" on more than one occasion while at the M-G-M studio last year and the word was passed down the line that she was impossible to handle.

Ahead of Schedule

There is much jubilation on the part of everyone around the Paramount at the results so far on the production of this picture. The rushes have been marvelous. The picture is being directed by Monta Bell, who is handling the dialogue, and Jean DeLimur and Fred Fleck are handling the silent sequences.

An eight week schedule was laid out, but it seems this limit will be beaten by at least three weeks. The picture started October 16th, and from present indications will be finished in about a week or ten days. There has been no definite release set as yet, but if the finished picture is as good as all Paramount seem to think it will be, it is certain to reach Broadway and the provinces at a very early date.

J. M. Skirboll Tells "What's Right with the Movies"

DAILY REVIEW

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 112

New York, Wednesday, November 14, 1928

FIVE CENTS

Yoking the Stag

By ARTHUR JAMES

The announcement that Harry Reichenbach has been signed to a term o'years contract to serve as devising and conferring publicist for Universal means that Uncle Carl Laemmle's production and distribution activities will have the full time of a vibrant brain in a tireless body as a constant reinforcement.

Harry Reichenbach is the greatest publicist now active in pictures and the greatest—with one exception—that the pictures have ever known. This exception is known to Harry and we believe he will keep the secret.

In this appraisal we are not including at all his spectacular stunts which some of his rivals have been inclined to regard as his only box of tricks, but rather we refer to his less showy but far more important selling campaigns that have had the most practical cash results for his principals.

He has mental courage, business daring and a certain verve in action, that carries the issue to success. He has imagination and never runs away from a battle. His frankness has commanded respect from those who have felt its penalties but the blessing of an alive sense of humor has taken the after sting out of his combats and he numbers his friends in hosts.

We believe that Harry and Carl Laemmle will both be happy in this term o'years arrangement but it does seem to us that it is like Solomon deciding to stick to one wife. Our best wishes go to him in this permanent relation.

There's a new lingo growing up among the slangsters of the talkies, as for example—the female is a "larynx lizzie", the deep voiced male is a "bull frog" or "talkie toad", the high voiced male is a "lung lifter" and the tragedian or heavy is a "thorax squeezer". It may not be art but the slang slingers flourish just the same.

Hedda Hopper was noted yesterday lunching at the Algonquin with Jim Tully. So that's how she does her slumming!

PARAMOUNT BREAKING IN SALES FORCES ON NEW SOUND POLICY

Hays Tenders Good-Will Dinner To French and Australian Envoys

Happy Jack's in Town

Jack Connolly is back from Europe after a series of fine successes in behalf of the William Fox organization. The most recent feather in the Connolly cap is the George Bernard Shaw appearance on the screen in the talkies, although the reticent Jack refuses to talk about it.

He will remain in New York a fortnight before returning to Europe. There are few men in the picture business who have more enthusiastic friends than Jack Connolly and there are few men who deserve more friends.

F. N. PROFITS JUMP

Earns \$976,810 for 9 Months Period In 1928

First National Pictures earned \$10.71 a common share in first nine months 1928, against \$9.44 a share in same 1927 period, according to announcement yesterday.

The regular quarterly dividends of \$2 on the first preferred and \$1.75 on second preferred A were declared, both payable January 1.

Directors voted to retire 1,000 shares of the second preferred A stock, series 5, on January 1, 1929, at par of \$100.

(Continued on page 2)

The Motion Picture Producers and Distributors of America entertained at luncheon yesterday Mr. Louis Aubert, prominent French producer and exhibitor, and Walter M. Marks, chairman of the Royal Film Commission of Australia. General Will H. Hays presided and a representative gathering of important film personalities enthusiastically welcomed both guests.

Mr. Aubert, who has been making a study of film conditions in this country, paid tribute to the good humor evident among the employees of the film companies everywhere, particularly Hollywood and urged that in production the countries of all the world should be given an opportunity, to add the note of variety which is essential to the future popularity of the pictures with the public.

(Continued on page 4)

WEISS GUARANTEES INTERCHANGE COSTS

Alfred Weiss, president of Biophone Corporation announces that the Chicago Agency and all Middle Western Agencies will be open within ten days, the Coast shortly after, so that by December 1, there will be a Biophone agency in every exchange city in the U. S.

(Continued on page 3)

Grand Jury Indicts Cooney Bros. in \$2,500,000 Bond Deal

CHICAGO — The Cooney Brothers and 4 others have been indicted by the grand jury, charging perjury in making false returns to the State of Illinois, as the outcome of the bankrupt National Playhouses, Inc., now in the hands of the Chicago Title & Trust Co., receivers.

The defendants are accused of conspiracy to violate the Illinois Securities Law. The other four defendants are members of brokerage houses.

The Grand Jury action came after evidence had come to light in connection with the \$2,500,000 bond

(Continued on page 3)

COLORED HOUSE TO GET TALKIES IN COLUMBUS, O.

COLUMBUS, O.—J. Real Neth will start an innovation here shortly with the opening of Neth's Cameo Theatre, which will open the field of talkie entertainment to colored patrons.

Neth is closing his Vernon Theatre on Mt. Vernon Avenue and is installing Vitaphone and Movietone equipment in the Cameo at a cost

(Continued on page 3)

Latest Methods Adopted Outlined in 4-Day H. O. Convention

In order to acquaint the sales force with their new policy, Paramount called a convention which is being held in their home office and is attended by 60 men from out of town and 15 of the local sales force.

Recently, at a meeting held and attended by every important executive of this organization, both production and sales, a new policy was suggested and adopted regarding the future policy of making pictures and selling them. Every conceivable angle of the sound situation was covered in order that Paramount might take advantage of this new form of amusement, and the policy once determined Sidney Kent, general manager, lost no time in getting his men to New York for instruction and to show them what has been accomplished by their organization in so far as sound and talking pictures were concerned.

The convention opened Monday morning and the entire day was devoted to an explanation of this new policy. Adolph Zukor, Jesse Lasky, Sam Katz and Sidney Kent spoke to the gathering. The evening was spent at the theatre.

Yesterday, the entire day was devoted to the screening of Paramount pictures.

(Continued on page 4)

HANAPHONE MERGER WITH RECORD COS.

The Gennett Recording Co., the Star Piano Co. and the Hanaphone Corp. of America, have been amalgamated into a giant producing and recording combination with the formation yesterday of the Gennett Hanaphone Corp. according to Gene Marcus of the Hanaphone Corp.

The Woodside, L. I., and Richmond, N. Y., offices are being consolidated.

New Exchange Bldg.

For P-F-L in Kansas

KANSAS CITY — The Paramount Famous-Lasky Exchange will occupy new quarters in their own building, within a few months, as steps have been taken to erect a new exchange building on 18th and Wyandotte Streets.

The building will be ready in March 1929.

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Canadian Office: Canadian Moving Picture Digests, 259 Spadina Ave., Toronto, Canada.

GOSSIP OF PARIS

By ROLFE P. GILSON

PARIS — Second week of November.

Yes, we want no cinema Paderewski in Paris. If history supplied a George Sand for a Chopinized Ignace in film, the Quartier Latin might be interested, even the boulevards. Otherwise, not. This is after faithful investigation and a deluge of contumely. Paris will cheerfully pay Paderewski \$150,000 to play the piano, but not to talk into the microphone for a German film producer—as a London writing chap avers he has agreed to do. So calm yourself, old top. Eh, what?

* * *

Warner Brothers, Fox, Paramount, et al in the talkie sweepstakes, are advised not to be impatient. Cinema patrons in France have heard that the American screen is becoming vocal for all the new big productions and one of these days will be demanding samples. It is true that French producers are looking into the matter, but not so intently as to cause them to drop the national habit of taking two hours off for lunch, so there is no immediate cause for alarm. At this writing Leon Gaumont is still trying to explain to the Societa Francaise Filmparlants why his recent demonstration of the Peterson-Poulson system of recording and reproduction turned out so dimly. "Bad atmospheric and too much loudness of the loud speakers," he concludes. But patience, my friends. All will be well eventually, is it not?

* * *

It is said to be dawning upon some French producers that a let-down in quality may be responsible for at least part of the steady dwindling film exports to Germany, and other countries, and the notable increase of German film imports. It is known that a hint to that effect was dropped in the French Film Chamber of Commerce on the return of President Charles Delac from Berlin with his suggestion that the frontier be closed to German productions. A member of the Chamber is reported to have inquired whether President Delac would, for similar reasons, close all other frontiers.

KAO Stockholders Ratify

The stockholders of the Keith-Albee-Orpheum Corporation have announced their assent in the ratification of the plan to exchange their common stock for Class "A" certificates of the newly formed Radio-Keith-Orpheum Corporation.

Holders of the 51% of the stock have deposited their stock with the Empire Trust Co. under the plan.

HAYS WILL PRESIDE AT INT. DINNER

Gen. Will H. Hays is to be the toastmaster and chairman of the Anglo American dinner at the Hotel Biltmore the evening of November 20th. The speakers will be Gen. Bullard, Ralph Blumenfeld, J. E. Otterson, Dr. Giannini, Commander Symington of the Navy and one other speaker to be announced.

The demand for tickets increased yesterday and within the next few days the table allotments will be made. It was definitely announced yesterday by the committee that ladies will be included among the guests.

Famous Canadian Has \$794,134 Net Profit

TORONTO—The Famous Players Canadian Corporation, Ltd., lists an operating profit of \$1,507,068 for the year ending August 25, and a net profit of \$794,134.

Theatres operated by the company and subsidiaries total 146 as compared with 126 in 1927. Present plans call for the erection of additional theatres in Toronto, Montreal, Ottawa, Quebec and other key centers.

F. N. PROFITS JUMP

(Continued from page 1)

The company reports for nine months ended September 30, 1928, net profit of \$976,810 after interest, federal taxes, etc., equivalent after allowing for regular dividend requirements on \$2,274,000 8% first preferred, \$838,000 7% Class a second preferred, and \$295,900 7% preferred Class B stocks, to \$10.71 a share earned on 72,894 no-par shares of common stock. This compares with net profit in first nine months of 1927 of \$884,233, which computed on present share basis is equal to \$9.44 a share on common stock.

Net profit for quarter ended September 30, 1928, was \$267,778 after interest, federal taxes, etc., equal to \$2.77 a share on 72,894 no-par shares of common stock, comparing with \$362,804 or \$4.08 a share in preceding quarter and \$278,341 in third quarter of 1928, or \$2.92 a share computed on present share basis.

In figuring share earnings, no allowance has been made for participating provisions of 8% preferred or for accumulated dividends on second preferred Class B shares.

Walker in New York

H. M. Walker, vice-president of the Hal Roach Studios, Inc., and the person responsible for all the well-known subtlety and humor of Roach titles, arrived last week in New York. He was accompanied by Mrs. Walker, and will remain in the East about two weeks.

"What's Right with the Movies"

(Twentieth of a Series by Industry's Leaders)

By JOSEPH M. SKIRBOLL

General Sales Manager World Wide Pictures

Any industry that has associated with it men who devote their entire lives to bringing their business to perfection is bound to be all right.

With men like Adolph Zukor, Joseph Schenck, Jesse Lasky, Carl Laemmle and others who have accumulated vast fortunes still sticking to their business endeavoring at all times to perfect it, there can be nothing very much wrong with the industry with which they are associated.

There can be nothing wrong with the business when men like John Maxwell and Herbert Wilcox in England, Sapene in France, Mr. Ludwig Klitzsch of Ufa in Germany, Pit-

taluga in Italy and others after ten years of set back on account of the War are striving and in most cases have accomplished bringing the standard of their productions up to that of the United States and who are willing to invest their money in order to bring their pictures to America to compete with pictures made in Hollywood.

As long as motion pictures continue to be the entertainment of the masses and as long as men are willing to devote their lives and money in order to compete with each other to create the best pictures possible, there will be nothing wrong with the movies.

NEUFELD BOOKS RAYART IN STANLEY

Oscar Neufeld of Success Pictures, Inc., distributing Rayart's Box Office Twenty in the territory of Eastern Pennsylvania and Southern New Jersey, yesterday advised W. Ray Johnston that the Stanley Company has booked "Sweet Sixteen" into their Regent Theatre, Philadelphia, for two weeks, beginning November 12.

"Sweet Sixteen" is a Trem Carr Production with Helen Foster, the sensational little star of "The Road to Ruin", in the title role.

Trowbridge-Pickford

Carroll S. Trowbridge, Eastern Representative for Douglas Fairbanks, has been appointed to serve in a similar capacity for Mary Pickford, effective yesterday.

Hines Releases

It is rumored that Charles Hines, brother of Johnny Hines, comedian, is negotiating with Joseph Schenck for the release of Johnny's comedies. Nothing definite has yet been done, though.

"White Shadows" First Talkie Seen in Paris

PARIS—The first American sound and talking feature to be shown in Paris opened last night at the Madeleine Cinema, when Metro-Goldwyn-Mayer's "White Shadows of the South Seas" had a gala performance. It will be in for an indefinite run, and is using the same Victor record accompaniment as run on at the Astor in New York.

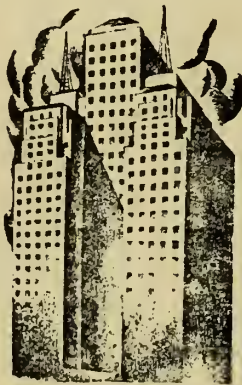
Kingston, N. Y. Wins Sunday Movie Fight

By a majority of 697 votes, Kingston, New York, won on the issue of Sunday movies and the Broadway and Kingston Theatres, on the Walter Reade Circuit, will start their Sunday programs on November 11th.

WANTED

I can use from one to five hundred used Acme projectors . . . must be in fair running condition . . . any model . . . price must be right. State how many you have. Write to box No 13, Exhibitors DAILY REVIEW

"The Mecca of All Picture Functions"



ARE YOU PLANNING A LUNCHEON—
A TEA—
A DINNER—
A DANCE OR A BANQUET?

We have intimate and individual rooms that would suit every occasion.

You might like the Gothic room, the French room, the Colonial room, or the exquisite Italian or Arabian rooms.

If the affair is sufficiently large we could care for you in either the Florentine Grill, the Roof Garden or one of the Ball rooms.

Call our banquet department and let them offer suggestions.

THE PARK CENTRAL

FIFTY-FIFTH STREET AT 7th AVENUE
NEW YORK CITY

OKLAHOMA CLOSE-UPS

Charles Mahone has opened his new Oklahoma Theatre at Hobart, Okla.

The old rock livery barn where Will Rogers first began his twirling rope tricks in Claremore, Okla., has been made into a modern up-to-date theatre named Yale.

The Ritz at Shawnee, Okla., a Griffith chain theatre, has opened with Vitaphone synchronization.

C. H. Ison, auditor for the Mid-western enterprises, has been appointed manager of the Shrine Auditorium at Oklahoma City, in addition to his present duties.

The Bison Theatre at Shawnee, Okla., will show vaudeville on Sundays and Mondays.

Wallace Walthall reports sales of National Screen service to Odean Theatre, Chandler, Gem at Edmond and splendid good business at Tulsa.

Mr. and Mrs. Fred B. Pickrel of Ponca City were Okla City visitors last week.

R. M. Avery has taken over the Rialto Theatres at Clinton, Okla.

H. H. Unger is the new manager of the Our Theatre at Paden, Okla.

Sam Carver, of the Independent Film Co., at Kansas City, is showing his road show picture "Road to Ruin" at the Palace Theatre in Oklahoma City.

E. E. Middleton has leased the Liberty Theatre at Marietta, Okla.

T. H. Coyle has purchased the Colony Theatre at Colony and the Pastime at Eakley, Okla., from P. W. Kuhn.

Scenarist at AMPA

Elizabeth Meehan, well known scenarist who did the scripts for "Laugh, Clown Laugh," and "Beau Geste" and is now working on "Lummox" for Herbert Brenon will be guest of honor at Thursday's meeting of the AMPA at the Hotel Paramount.

Grand Jury Indicts Cooney Bros. in \$2,500,000 Deal

(Continued from page 1)
issue on the theatres last year.

Under the Illinois State Securities law, only 15 per cent commission, maximum, is allowed a brokerage firm for the total sale and distribution of a bond issue. According to Gerald L. McMullen, Attorneys for many of the 5,000 stockholders, more than 70 per cent commission was paid the brokers who handled the bond issue. According to Attorney McMullen, a commission of \$425,000 in cash was charged, as well as an extra \$100,000 in cash, 50,000 shares of Class A stock and one-half of one per cent paid monthly as a bonus.

The attorneys for the stockholders charge that the intention of those named in the indictment, was to freeze out the small stockholders. The extra stock issued was supposed to have been given as a bonus with the sale of the bonds, but it is charged, was never distributed as intended.

ROXY INJUNCTION AGAINST N. J. CORP.

S. L. Rothafel has applied for an injunction against the Roxy Theatrical Enterprises, Inc., a New Jersey Corporation, in Federal Court here today.

He seeks to restrain the corporation from operating a "Roxy" sign at its motion picture theatre in Irvington, N. J. and also asks that the defendants be restrained from using either name (Roxy or Roxe) in its corporate title, advertising or stationery.

There have been numerous companies formed from time to time with the name of Roxy, ever since the opening of the Roxy Theatre in New York, but this is the first instance on record where Rothafel has had to take measures against another enterprise, in this instance, because of the similarity of the name and the business.

Lichtman Makes 3

Sales Appointments

Al Lichtman, Vice-President and General Manager of Distribution of United Artists, made the following announcement of appointments yesterday:

J. Abrose succeeds Harry Dodge, resigned, as manager of the Cleveland exchange.

W. M. Blgford replaces Carl Milton, resigned, as office manager of the San Francisco exchange.

Doak Roberts replaces Ralph Morrow, resigned, as manager of the Dallas exchange.

Weiss Guarantees

Interchange Costs

(Continued from page 1)

The Biophone Company is guaranteeing all exhibitors who install the device complete legal protection for the exhibition of any synchronized pictures over Biophone machines.

It is likewise guaranteeing the mechanical perfection of the apparatus and will replace all defective parts free of charge.

Vilma Banky Arrives

The Twentieth Century brings Vilma Banky to New York this morning together with Lucien Littlefield, Fritzi Ridgeway, and the other players who are to support Miss Banky in her newest picture, which is to be filmed in New York. Director Alfred Santell heads Samuel Goldwyn's technical staff, arriving at the same time.

New Astor-Fox Role

Mary Astor is to play a featured role in "New Year's Eve", her next picture for Fox Film Corporation, according to an announcement from that company. The film, which is taken from a story by Richard Connell, published in the Cosmopolitan Magazine under the title of "The Hundred Dollar Bill", will be directed by Henry Lehrman.

Evelyn Brent Signed

Paramount have signed Evelyn Brent to another long term contract. Prompted by her fine performances in "Underworld", "The Drag Net", "The Last Command" and "Interference" studio officials met the demand for increased pay.

THE BUM WITH BRASS

The New York Sun's appraisal of Jim Tully, the man who pictures Hollywood as a moral sewer and who has lived off men in the picture business only to pan them in type, has been written by Sidney Skolsky and it includes the following:



JIM TULLY
Courtesy of The New York Sun

"His hands are small and pudgy. He has thighs of a burlesque queen * * * He bites his finger nails. His uncle was a horse thief * * * Wears only \$5 neckties and has his suits made to order by an anarchist tailor in Hollywood * * * His philosophy of life is: 'What the Hell, the grave ends everything'—In youth looked forward to being the world's greatest bank robber. Gave up the idea when told by a railroad detective he would be caught easily. Because no other person on earth could possibly

look like him * * * His pugilistic career ended in a California ring when he was knocked out in the first round and remained unconscious twenty four hours * * * Easily recognizes his own ability and is annoyed by those who don't * * * Wears high-laced tan shoes — made to order for him and imported from London * * * He doesn't smoke * * * He has a yen for beautiful and beautifully dressed women. He dreads the thought of death."

This is the bum that with a clever effrontery misrepresents the picture people in the cesspool play called Jarnegan. How he must laugh at the suckers in the picture business who fawn on him and play him as a genius. In the life of Menckeu and Nathan is just a picturesque hobo with a pencil. To the picture people who have a grain of sense he is an ungrateful double crossing pup who has bitten the hands that fed him and who slanders the entire business by cleverly mingling fact with rancid fancy to the detriment and belittlement of the entire game. Don't be deceived—Tully is not a genius—he's just a bum with brass.

"U" Foreign Executive

On Rescue Ship

Monroe Isen, Universal supervisor in South America, is aboard the S.S. Santa Barbara, fine new coast-wise steamer of the Grace Line, which was one of the first ships to reach the spot where the ill-starred Lamport & Holt ship Vestris went down off the Carolina sea-board Monday afternoon.

Isen is on his way to New York for his annual visit to the Universal home office and conference with N. L. Manheim, Export Manager for the Laemmle organization.

Colorea House to Get

Talkies in Columbus, O.

(Continued from page 1)
of about \$25,000.

So far as is known, Neth's Cameo will be the first talkie house expressly for colored patronage in this part of the country. The Cameo will open to split-week policy, with prices somewhat lower than those quoted in downtown houses. On Sunday, Monday, Tuesday and Wednesday Mr. Neth plans to present the longer productions and super-specials, with a Fox Movietone News, and on Thursday, Friday and Saturday the shorter talkies with three acts of Vitaphone or Movietone Vaudeville. Some of the bigger productions will play the Cameo simultaneously with the Grand.

"White Slave" Film

Gets Vitaphone Score

According to an announcement made this week by Cy Fabiau, "Fighting the White Slave Traffic", the Woody and Adler production, will play the Stanley Fabiau National Theatre at Jersey City, the week of December 8th, with Vitaphone accompaniment.

This is one of the first outside pictures to be synchronized with the Vitaphone process and it is believed that this picture will beat its high record at the Capital theatre, Newark.

FIRST-RUN SITUATION IN DENVER CHANGES

DENVER—The second theatre to fail on Curtis Street in the last two months, closed its doors last week, when the Bert Levey Vaudeville Circuit discontinued operation of the Empress Theatre, which had a first-run picture and vaudeville policy.

A short while ago, the Colorado Theatre Company was forced to close the Colorado Theatre. Everything now points to the fact that the successful first-run houses in Denver will soon be scattered all over the downtown district instead of being grouped within two blocks of each other.

Trop-Warshaw Nuptials

J. D. Trop, publicity and advertising director of the Nathanson Reel-tone Company will be married next Saturday to Sylvia Warshaw. Dave Bader of Universal will be the best man.

Cast Completed

The selection of Audrey Ferris, Douglas Gerard, Arthur Rankin, Dale Fuller, Albert Gran, Lee Moran, Andre Beranger, Louise Beaver and Tom Kennedy for supporting roles in "Alimony Annie" starring Dolores Costello completes the casting for this picture on which Director Michael Curtiz will begin work shortly. Ralph Graves is Miss Costello's leading man in this story by Harvey Gates.

Gilpin in "Dixie"

Charles Gilpin, noted negro actor, having warmed up in Hollywood after arriving from the more chilly climate of New York, is now preparing to appear in "North of Dixie", a Fox Movietone feature. Gilpin, who made a name for himself by his performance in Eugene O'Neill's stage play, "The Emperor Jones", will be supported by an all-colored cast.

Turnbull to Test Schulberg Sound Plan

Will Make "The Dummy"
As First Effort in
New Policy

Hector Turnbull has returned to Paramount. He has been named as associate producer of sound pictures at the West Coast studios of Paramount. Turnbull was with the Paramount for many years, having left a little over a year ago to act as a producer at the Pathe-DeMille studio.

In making the announcement, Schulberg made public his plans for a new producing policy in the making of talking motion pictures.

"Because of the necessity for closer co-ordination between the director and the associate producer supervising the production of synchronized pictures, due primarily to the difficulties of editing and cutting sound films as compared to silent productions, Paramount has evolved a system which will result in a close unity of effort between the executive and directorial branches of the studio organization," he declared.

"Under this new arrangement, the associate producer and director will co-operate in the production of pictures on the sound stages, working out together on the 'set' the many complex questions of dialogue and synchrony which enter into the filming of audible productions."

Turnbull's first assignment as an associate producer is "The Dummy", a 100 percent talking picture now being filmed under the direction of Robert Milton, long noted as a stage director.

D'ARRAST QUILTS P-F-L IN CHEVALIER ROW

Harry D'Arrast has been relieved of the task of making the Maurice Chevalier picture for Paramount. He asked to be relieved and was. Another director will be appointed immediately.

D'Arrast and B. P. Schulberg could not get together on the type of story Chevalier should do. Schulberg wanted to copy the Al Jolson idea and D'Arrast had other thoughts. He wanted to do something original. The result being that the director was not only relieved of the assignment of this picture but was let out entirely. He probably will not have any trouble tying up with another studio.

James Murray Cast

"The Play Goes On," one of Universal's important pictures for the current season, is ready to go into production at Universal City. James Murray, one of the most promising juveniles on the screen, will play the leading role, with Robert Hill directing.

Hanaphone Merger

With Record Cos.

(Continued from page 1)

mond, Ind. plants of the Gennett Recording Co. will be utilized to turn out sound pictures and machines. A program of shorts will start soon in Woodside.

The Gennett company has been a large producer of phonograph records heretofore.

STUDIO GOSSIP

Vernon Dent, a well-known comedy player who has been seen in Christie Comedies and who made such a hit when teamed with Monty Collins in the Educational-Mermaid Comedy, "Social Prestige," has been engaged to play a similar role in another Mermaid Comedy. Estelle Bradley will be seen as leading lady while Stephen Roberts will direct.

The title of Ramon Navarro's latest starring picture has been changed from "Gold Braid" to "The Flying Fleet."

"Big Boy" Williams is to make two pictures for Warner Brothers.

Katherine McGuire has signed to play an important role in First National's "Children of the Ritz."

Edgard Shure and Lew Stern have been added to the cast of First National's "Seven Footprints to Satan."

Pathe gave a "welcome home" party to Margaret Livingston when she arrived on their lot to play in "The Office Scandal."

Joseph Girard, Philo McCollough, Lee Shumway, Lloyd Whitlock and Mitchell Lewis have joined the cast of "The Leatherneck."

Edna Purviance has returned from Europe to resume picture work in Hollywood, about January first.

Lorayne Duvall, until a few weeks ago, an extra, has been given a contract by Universal.

Merna Kennedy has been making tests for a part in C. B. DeMille's "Dynamite," which he is making for M-G-M.

Raymond Cannon, who has lately been finishing a Fox comedy entitled "Red Wine," will write as well as direct his next production.

Hays Tenders Good-Will

Dinner to Envoys

(Continued from page 1)

Mr. Marks pointed out that 98% of the films used in Australia are American and said that there was a constant improvement in their quality, especially during the last year. He spoke for wholesome, clean entertainment as being the one and only sort desired. He made a plea for the exquisite silent films and expressed the hope that they would not be crucified entirely by the sound invasion. He said that when he wanted to rest he went to the motion picture houses, where the excellent music and the silent picture refresh him and that there were millions of people in the world who shared his feelings. He expressed satisfaction every time he heard a Warner or Fox sound picture but said that many others were not in the least pleasing.

He expressed his warm appreciation of "Lilac Time" and pointed out that it was a glorification of the Royal Air Forces which he regarded as a fine thing for an American company to have done and he added: "The more we can do to bring our peoples together the better for all of us".

MEIGHAN STARTS 1ST VITAPHONE IN JANUARY

Work on the first Vitaphone picture to star Thomas Meighan under his new contract with Warner Bros. will commence shortly after the first of the year, according to the present plans of J. L. Warner, head of the Warner Studio. Meighan who is now in French Lick, Indiana, where he is reading story material with George Ade, will go to California immediately after Christmas.

ALL-DIALOGUE FOR EDWARD LAEMMLE

Edward Laemmle, successful director of "Man, Woman and Wife," and other outstanding Universal pictures, is to start work shortly on a 100% talking picture. It will be "The Drake Murder Case," adapted from an original story by Charles A. Logue, with complete dialogue supplied by that noted writer. It is understood to be a thrilling mystery tale.

DISNEY ANIMATED CARTOONS IN SOUND

Four of a series of twenty-six new all sound animated cartoons to be made by Walter Disney, creator of the Oswald cartoons are now in work at the new Powers Cinephone studio in New York.

The new series are tentatively titled "Micky Mouse" with a mischievous little rodent as the comic hero. The first subject has been fully completed and three others will be ready for screening within the next week or ten days.

Paramount Breaking in Sales Forces

(Continued from page 1)

mounts new pictures. Last night was another party. Today and tonight the same program will be followed. Thursday will see them all on the links at the Winged Foot Golf Club where a tournament will be held, to be followed by a dinner.

Richman Starts Dec. 1

The Harry Richman United Artists picture "Say It With Music" will get under way at the Cosmopolitan studio December 1st, with Alan Crosland doing the directing being assisted by Flynn Martin. Irving Berlin has contributed the general idea of the story that was adapted by C. Gardner Sullivan. Joe Brown, in addition to the star, is the only member of the cast so far definitely placed.

Miljan in "Hunted"

John Miljan has been signed for the leading role in "Hunted." This is the thriller which is being written, directed and acted in by Willard Mack for Metro-Goldwyn-Mayer. Mary Doran, Duane Thompson and Robert Ames are the others so far chosen.

OPINIONS

By W. R. WILKERSON

"NOAH'S ARK"

The Warner Brothers production of "Noah's Ark" is doing a tremendous business in Hollywood at the Grauman Chinese Theatre. It has been a sell out since its opening over a week ago and the advance sales are of such proportions that makes it evident the picture will have a long and successful run at that house. The Hollywood and Los Angeles critics took a nose dive for the picture and the "raves" were plentiful. It seems a cinch Warners have another big hit.

GOOD AGENTS

The situation created in Hollywood by the formation of the "call bureau" is causing a lot of agents plenty of worry. They see a good thing being taken away from them and it is either a case of now going to work or passing out of the picture entirely. A good artist representative has no worry, for the assistance and help given players by such an agent is of great value. He gives them decent representation in all his business transactions, helps with his publicity, assures cordial feelings at the various studios and is of great assistance all around. But the agent who has been sitting in his office, calling a switchboard girl take the calls from the casting offices and when this information is relayed to him, gets the "caster" on the phone, suggests that the player wanted is, or is not available, and in turn calls the artist to go over to the studio for an interview, and if the player is wanted, the agent sends over an office boy to pick up the contract, thereby collecting a nice fee for this service, that type representative is finished. There is no place for him. As a matter of fact there has never been a place for that baby, he has been collecting money under false pretences.

GIVE PRAISE

Every player not under contract in Hollywood, and as a matter of fact, those under contract, should give praise to the founders of the "call bureau". It is the greatest thing that has ever happened to them, and nothing of greater value could be conceived. Unless their time is of such value they are compelled to engage a business representative to handle their various affairs, an artist does not need the services of a representative to get work in the Hollywood studios in the future. He has only to register his name at the bureau, giving his address and telephone number, and if he has had parts in the past that gave any recognition, that should be the extent of his labors as the studio being familiar with his or her work calls the bureau who in turn gets in touch with the player and is advised to go to the studio for the part in question. If a player has done nothing that would make his name known, he would, in addition to having his name on file at the bureau, be compelled to see the different casting heads in order that they might become familiar with his or her past work either on the stage or pictures.

Emanuel Cohen Tells "What's Right with the Movies"

DAILY REVIEW

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 113

New York, Thursday, November 15, 1928

FIVE CENTS

The Picture

"TALKIES"

Last summer we attended the premiere performance of the first 100% all-talkie, "The Lights of New York" made by Warner Brothers. Scientifically, we thought it marvelous but this was our only entertainment. Last night we witnessed the first showing of the latest Warner all-talkie, "On Trial" and to make a comparison between the two pictures, both released within a few months of each other, is to attempt the impossible. There is no comparison. The one picture proved it could be done and the other last night demonstrated it had been done.

"ON TRIAL"

This reviewer has never been entertained by a talking picture until last evening. We speak of entertainment here with the same feeling experienced at the witnessing a silent picture of the quality of "The Patriot". On our previous visit to the talkies we gave recognition to the scientific entertainment satisfaction our mind received, but never once did we become intrigued with the unravelling of the plot, or balance the fine qualities of the acting. We thought "The Singing Fool" marvelous but this was not an all-talkie.

THE CAST

Whoever assembled the cast for "On Trial" should be given the first credit on this production. This job was expertly handled, every member, save Pauline Frederick was unusually good. Miss Frederick for some reason we can't explain failed due to the fact that her voice did not record as well as one would expect from an artist whose brilliant stage career is well known. Lois Wilson, Bert Lytell, Richard Tucker, Johnny Arthur, Edmund Breese, Jason Robards and little Vondell Derr was excellent.

ENJOYABLE

All together it was a very enjoyable evening and to add pleasure we were presented with a nice new copy of a morning paper as we left the theatre, a very generous gift made possible by the Warner press department. Hurrah for Warner Brothers.

FOX'S "7th HEAVEN" HONORED BY PHOTOPLAY GOLD MEDAL

POWDER HOUSE ON F. N. LOT EXPLODES

(Special Wire to Exhibitors Daily Review)
HOLLYWOOD — A powder house on the First National lot at Burbank blew up yesterday, killing one and mortally injuring two others.

The accident happened during the filming three productions, by Milton Sills, Corine Griffith and Colleen Moore respectively, when water from very recent heavy rains seeped into the store of smoke-bombs in the powder-house, causing the explosion.

The three companies in active production were only held up for the space of one hour in their work.

GERMAN GOV'T. TO PUT SUPPORT IN EMELKA

BERLIN — The German Government has decided to retain its present holdings in the Emelka film company, and will seek to push this company to the forefront of producers, despite the speculations of Capt. Lohmann, reported in Exhibitors Daily Review exclusively, several weeks ago.

The attitude of the Government is that it is using public money to prevent a monopoly in the picture field, which is taken in some quarters as an indication of UFA opposition.

Both films and the radio will be used by the State as a means of culture propaganda.

Paramount Birthday

The Paramount Theatre will celebrate its second birthday next week when Dave Rubinoff, the famous classical jazz conductor takes over the baton and directs the Paramount Grand orchestra. Eddie Peabody will direct the stage band in "Stars", a John Murray Anderson production, produced for the occasion.

Hammons Due Today

E. W. Hammons, president of Educational Film Exchanges, Inc., is on his way to New York from the coast, having left Los Angeles Monday, November 12, following a visit to the Educational Studios, where he held conference on production plans with E. H. Allen, studio general manager, and Jack White, director-in-chief.



Photoplay Gold Medal Awarded to the Fox Production "7th Heaven" as Best Picture of 1927

VAN PRAAG HOLDS "U" SALES CONFAB

Dave Miller, Universal exchange manager in Buffalo, Nat Levy, who occupies a similar post in Pittsburgh, and Morris Joseph, the veteran "U" manager in New Haven, assembled in New York yesterday to confer with M. Van Praag, general sales manager for Universal and Ted Schlanger, Van Praag's assistant.

The three managers report a decided up-grade in business in their territories, with prospects of a record breaking year. The national election, they state, effected the motion picture industry less than ever before, despite the interest centered

(Continued on page 2)

ALL-TALKIE PROGRAM AT ROXY NEXT WEEK

An important event in current motion picture activities is scheduled for the Roxy Theatre next week where S. L. Rothafel will present the first all-talking program to be seen and heard at this theatre.

The program will consist entirely of all-Fox-Movietone dialogue productions. The first of these, "Napoleon's Barber", will be remembered as the play by Arthur Caesar which George Bernard Shaw declared the finest one-act play in the English language. It is John Ford's first Movietone production.

The comedy of the program will

(Continued on page 2)

PARAMOUNT SALES FORCE VISITS STUDIO

The Paramount sales crew in New York attending the convention spent all of yesterday looking at pictures. During the morning they viewed several of the pictures on the new

(Continued on page 4)

Chosen As Best Picture of 1927 in Nation-Wide Poll

Fox-Sheehan Tribute

"7th Heaven" has been awarded the eighth annual gold medal given by Photoplay Magazine, a memorable tribute to the Fox Film Corporation. Announcement of the award, resulting from a nationwide vote of readers of the magazine, on the best picture of 1927 is made in the December issue of "Photoplay" out today.



William Fox
The Winner

Frank Borzage, who guided Janet Gaynor and Charles Farrell into prominence and stardom with "7th Heaven," is the only director who has attained the Photoplay gold medal twice. Borzage, who is only 35, won the first of the series with "Humoresque" in 1920. It is the first time that the medal has been won by Fox.

"Sunrise" Also Honored

This is the second signal recognition of the quality of Fox product to be made this year. The first occurred last January when a Berlin newspaper announced that a survey of critics in 25 countries throughout the world placed F. W. Murnau's "Sunrise", also with Janet Gaynor, at the top of all pictures released last winter.



Winfield H. Sheehan
Producing Genius

In the "Photoplay" selection, a eulogy is also given to William Fox, president of the Fox Film Corporation, and to Winfield Sheehan, vice-president and general manager, as the men primarily responsible for the picture.

Fox-Sheehan Eulogy

"Mr. Fox," says Photoplay, "is one of filmdom's pioneers. Years ago it was Fox who fought and broke the stranglehold of the Patents Companies upon the picture business.

(Continued on page 4)

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GOSSIP OF LONDON

By LIONEL BURTON

(Special Correspondence of Exhibitors Daily Review)

LONDON—November, second week. Doing something American to London and making London like it is quite an achievement. I am able to report that London likes what Metro-Goldwyn-Mayer has done to that ancient and sedate locality known as Leicester Square. In the week that has elapsed since the brilliant opening of the new Empire Theatre all classes of picture patrons show a disposition to welcome this Broadway-izing of the heart of London, and to forget the glories of the Old Empire.

They appreciated the choice of Norma Shearer's film version of a Pinero masterpiece — "Trelawney of the Wells"—for the opening attraction, which was applauded throughout. They were charmed with the architecture, the interior arrangements, the decoration and all the equipment of the new "cinema palace." And this verdict includes not only a sizeable delegation of British nobility bulwarked with the manifest approval of eight Ambassadors and ministers, but also 'Arry and 'Arriet in large numbers, who made of the occasion almost a Bank 'Ooliday.

While the prosperity of the New Empire continues unabated, the veteran British film critic, W. G. Faulkner, writes in the Film Review: Judging by the accommodation provided and the flexible prices of admission, the owners evidently mean to try to make that house a natural meeting place for the entire pleasure-loving Londoners. The prices certainly are attractive enough to draw in thousands who would count the shelter and the comfort, to say nothing of the entertainment, dirt cheap at the price."

"Remember" that you must take great efforts to avoid becoming vasals of the United States," is quoted here as the parting words of John Maxwell, of British International Films, to Herr Galewski and Herr Holenfer of the German C. E. A. as they departed homeward. Now what did Maxwell mean?

"What's Right with the Movies"

(Twenty-first of a Series by Industry's Leaders)

By EMANUEL COHEN

Director Short Feature Production
Editor Paramount News
Paramount Famous Lasky Corporation

That things are right with the motion picture industry is quite apparent. If it were otherwise the industry would not have survived as the chief amusement of the people—not only of this country but of the world.

It is not so long ago that motion pictures were looked upon as — at best—a fad, destined to have a short life and soon to be replaced by some other form of entertainment. No one would dare mention "fad" in connection with motion pictures nowadays.

We have seen the industry progress from the short reel of film, thrown on the screen of a "store show" to the big feature pictures which are so popular with the public that tremendous motion picture palaces are required to house the throngs that are anxious to see them.

We are now witnessing the introduction of "talking pictures" which unquestionably will mean proportionately as much for the industry as did the introduction of feature pictures.

The change from "silent" to "sound" entails very heavy expenditures in both the studios and the theatres. In fact, new stages, equipped with very expensive "sound"

apparatus, must be built and the theatres also must install reproducing apparatus.

Fortunately, the leaders of the industry—both in production and exhibition—have not hesitated. They are in most instances the same men who made the big "silent" pictures possible, and they have the vision to see the necessity for "sound" and also are willing to make the investment necessary to bring the added attraction of "sound" to the screen.

Water never rises above its source. The industry is indeed fortunate in having as its present leaders men who are willing to concede that "sound" will bring great advantages to the motion picture.

Hesitation would be fatal. The public is always looking for something new and if we were to sit still and continue with silent pictures only, we would find the public slipping away to some other form of entertainment.

That the industry has such leaders is, in my opinion, one of the chief reasons why things are right with motion pictures.

Pathe Signs Hopper

E. Mason Hopper, who has directed Phyllis Haver, Marie Prevost and others in Pathe features, has been re-signed to direct "Square Shoulders," Junior Coughlan's next rooster brand production. This picture will have Photophone dialogue sequences.

Film Guild "Hands"

The Film Arts Guild has obtained the United States rights to a film called "Hands" in which the screen story is told entirely by hands. It was produced in Germany by Stella F. Simon, an American residing in Berlin.

New Zurich House

On September 18, a new cinema, the "Apollo Theatre" was opened in Zurich. It seats 2,000 and is the largest motion picture theatre in Switzerland.

WANTED

I can use from one to five hundred used Acme projectors . . . must be in fair running condition . . . any model . . . price must be right. State how many you have. Write to box No 13, Exhibitors DAILY REVIEW

WAFILMS, Inc.

Walter A. Futter, Pres.
for Libray Stock Scenes
130 W. 46th St. New York
Bryant 8181

INT. BEAUTIES TO BE FEATURED AT COLONY

The Universal Film Corporation will have first option on the appearance of 10 International Beauties who will arrive in New York about November 23rd on the S. S. Harding, at either the Colony Theatre in New York or the Rialto in Washington.

The pulchritudiness aggregation are to tour the theatres of the country on a trackless train of the International Beauty Tour being directed by James A. Carier and Howard Lichey.

All-Talkie Program

At Roxy Next Week

(Continued from page 1)

be supplied by Clark and McCullough in "The Bath Between", their first two-reel all-dialogue comedy. Carmel Myers appears in the cast of the picture which was directed by Benjamin Stoloff.

There will also be a newsreel of all-Fox-Movietone News and a musical program which will surpass anything of its kind ever attempted at the Roxy.

Van Praag Holds

"U" Sales Confab

(Continued from page 1)

in the radio campaigns of the various candidates.

Sound is whooping it up in the big cities, all report, with the small and suburban unwired houses taking it on the nose.

Wise showmen book the best box office
attraction available for the
holiday weeks!

Stanley Company:

Globe Theatre, Atlantic City—Christmas Week

Wilmington—Thanksgiving Week

Camden—New Year's Week

Stamford Theatre, Stamford (home of United Artists and Metro pictures exclusively)—
Thanksgiving Week

Fighting the
**White Slave
Traffic**

Goes into Stanley-Fabian National, Jersey City,
as a road show, 75c top, with Vitaphone syn-
chronization.

WOODY AND ADLER, Inc.

723—7th Ave., New York City (BRYant 0207)

EXCHANGE: Room 406, 729 7th Ave.

N. LIEBSKIND, Manager

Coming!!!

The BIG Money-Making Special Event of the Year

HOW TO PUT "JOY WEEK" OVER WITH A BANG!

Go to your nearest Universal Exchange and ask them to give you the marvelous and special complete lineup of Universal's GREAT Joy Week Product.

Announce in your programs, in your heralds, in your one-sheets, on your poster stands the coming of JOY WEEK. Use all your advertising means to put the BIG DATE across—December 23rd to January 2nd.

Call on your local newspaper Editor—tell him about the big hookup—He'll be glad to cooperate.

See your local merchants—make a Prosperity Tie-Up with the live wires. You can cover the town with JOY WEEK propaganda without extra cost to yourself. The whole world loves laughter—the whole world wants JOY WEEK—make them remember the date—December 23rd to January 2nd.

Show your local merchants our special posters and window cards on JOY WEEK. Tell your patrons you've got the Joy pictures sewed up for your Theatre—tell them about DICK-EN'S CHRISTMAS CAROL; tell them about OSWALD in THE FARMYARD FOLLIES, the funniest cartoon comedy that ever raced across a screen—tell them about HORACE IN HOLLYWOOD—the one reel picture with the BIG background of stars—tell them about WOODEN SOLDIER—the Laemmle Novelty with the highpoint of Christmas cheer—tell them you've got a complete Joy Week program of short reel pictures that stand alone and make them laugh—laugh—laugh.

Shout the glad tidings in all of your advertising—stress the date—December 23rd to January 2nd. Get started early and you'll sure get the holiday mobs.



Von Stroheim's Actors Squawking

10-Week Schedule Forces Night and Day Work—Studio Staff Rebels

By J. HARRISON EDWARDS
Hollywood Correspondent

Poor Von Stroheim—he seems to be continually in hot water. Now the actors and the extras are up in arms against him in form of an appeal and squawks to the studio officials.

"Von" is directing the Swanson picture "Queen Kelly" and in order to get the job had to accept a shooting schedule of ten weeks. This, under ordinary, would seem plenty of time for any ordinary director, but "Von" is not an ordinary director. Anyhow, he agreed to the time allotment and in his effort to complete the picture on schedule is working such long hours that most everybody in the cast, including himself, will have to be confined to a sanatorium before very long.

Extremes

The "Queen Kelly" company have been doing locations out on the old Lasky ranch and "Von" has been working them, that is keeping them on location, from nine in the morning until one and two o'clock the following morning. The actors, including the extras, although not actually working all this time, are compelled to stay on the "set" and after sun down it gets pretty cold in the night air.

The result being that some of the extras were said to have appealed to the labor commission for relief and the actors put in a heavy squawk with the studio executives with the result that "Von" has been compelled to use a shorter day and in doing this he is afraid that he will not be able to complete the picture in the required time and if this happens, he will lose some of the money that has been guaranteed him for his work. It is said that Joseph P. Kennedy gave the order for the let up in long shooting hours and told "Von" schedule or not schedule he could not afford to subject his actors to such intense work and exposure.

Von Stroheim is showing the results of these long hours also. He looks as if he has not been to bed since the picture started and there might be a lot of truth to this doubt. After he finishes his work on location he goes back to the studio and looks at the rushes of the previous days work, and after arriving home, he probably is up for an hour or more, going over his work for the following day.

Pomeroy Coming

Roy Pomeroy will be in New York in time to attend the opening of Paramount's "Interference" at the Criterion, Friday night. While in the East, Pomeroy will spend about a month at the Paramount Astoria studio installing his sound recording system in the studio.

Cobham Air Film

Sir Allan Cobham has just completed a 20,000 mile flight around Africa, accompanied by a Gaumont cameraman. Sir Allan is now editing and titling the 30,000 feet of film photographed and a six reel feature subject will be the result.

STUDIO GOSSIP

Sally Eilers and Jean Nash have been signed for the leading feminine roles in "The Missing Man" which Pathe is making as its first all-talkie.

Ken Maynard's latest, "The Lawless Legion", has been completed and is now being edited.

Marie Prevost will play opposite William Boyd in "High Voltage", production to start this month.

Belle Bennett is again being considered for the part of the servant in "Lummox", by United Artists.

William Beaudine, who will direct Madge Bellamy in "Exiles" for Fox, has selected Don Terry, who essayed the title role in "Me, Gangster", to play opposite the star.

Warner Bros. have signed Guinn Williams for two forthcoming productions on the strength of his spectacular performance in their Vitaphone special, "Noah's Ark". The erstwhile Western star is now working in "Our Daily Bread", under the direction of F. W. Murnau. He has a featured role in this Fox picture in support of Charles Farrell and Mary Duncan.

Herman Manckiewicz will write the titles for "Three Week-Ends", Clara Bow's latest starring film, which is adapted from an Elinor Glyn story.

Fox's "7th Heaven"

Honored by Gold Medal

(Continued from page 1)

To-day he is the head of an organization which, in the past two years, has stepped to the forefront of screen production. Under the guidance of Winnie Sheehan, Fox productions have made tremendous strides.

Speaking of the changes which have occurred in the ten years since Sheehan joined the Fox forces, Photoplay says:

"In the interim Sheehan has worked miracles for William Fox. Sheehan believes in youth and this belief is personified in the roster of Fox players and in the personnel of the entire studio staff."

Spirit of Youth

The spirit of youth in the Fox organization, the magazine points out, was illustrated particularly in "7th Heaven". It brought forward in Miss Gaynor and Farrell a new pair of screen lovers who were young and untried, but who have since proved a sensation. They have been separated lately, Miss Gaynor in "4 Devils" and "Christina," and Farrell in "The Red Dance" and "Our Daily Bread."

Recent announcement made known that the trio of Borzage, Miss Gaynor and Farrell will shortly be reunited in a new and unnamed story by Tristram Tupper, as soon as Borzage recovers from the injuries he received at polo just after completing "The River" with Farrell and Mary Duncan.

Summing up the selection, the magazine says: "Photoplay is proud of its readers' judgement. '7th Heaven' is a great and worthy film, well qualified to enter its niche in the film fans' own hall of fame."

'TALKIE' PROLOGUE IN WORK ON 'RIVER WOMAN'

Charles R. Rogers, General Manager of Sonora-Bristolphone and Sonorotone Productions announces that "The River Woman" starring Lionel Barrymore and Jacqueline Logan, is to have a "talkie" and singing prologue, work on which will be completed this week at the Waterbury, Conn. studio.

Madeline Fairbanks, recently a feature of George White's "Scandals" has a prominent role in this sequence, together with Tommy Gillen, Robert Fisher and a unit of negro entertainers. Harold Shumate is directing. Joseph C. Henabery directed from a script by Adele Buffington.

\$8,500 Weekly New Barthelmess Contract

First National, in writing out a new contract for Richard Barthelmess has raised his salary from \$5,500 to \$8,500. This makes him one of the highest paid men in pictures.

BIOPHONE OPERETTA SHOOTING AT FT. LEE

Phil Goldstone, producer and director of such pictures as Wild Geese, Souls for Sables, College Days, etc., will personally direct the first Metropolitan Road Show Production which will be done in the form of an Operetta now called "The Flame of Love."

Metropolitan plans to make this one of the biggest pictures of the year and to release it as a road show attraction to be first played in the legitimate theatre and then to the regular theatres.

The first short subject entitled "Honeymooners", and the "Gossips" will be ready for showing and release by December first and thereafter Metropolitan will release two short subjects weekly. Arrangements are also being made to release a series of twelve talking feature productions which will be released one a month.

Paramount Sales

Force Visits Studio

(Continued from page 1)
seasons program. During the afternoon they visited the Astoria studio of Paramount and was shown most all of the finished all-talking picture, "The Letter."

There will be a golf tournament today at the Winged Foot Golf Club and a dinner tonight will close the convention.

Goulding Joins Pathe

Edmond Goulding has left Metro-Goldwyn-Mayer to direct talkies for Pathe. Goulding was one of the first to direct talking pictures for M-G-M.

Xmas Film Finished

Work on the movietone Christmas picture, "Forget Me Not" has been completed by Fox. It has been shipped East for general release during Christmas week.

OPINIONS

By W. R. WILKERSON

REHEARSING

With the advent of the talkie, the actor, (that is the player not under a term contract with a studio,) is confronted with a serious situation in that some studios are making an effort to compel him to rehearse for the dialogue sequences without pay.

The rehearsing, in most instances will take longer than the actual photographing and recording of the scenes. In other words what might require one or two days to rehearse will only require a couple of hours to "shoot" if everything runs on schedule. Consequently if an actor is signed for a part he might rehearse in it for almost a week and find that his work would be finished in three or four days, and only getting paid for that amount of time.

* * *

UNFAIR

We don't know that all the studios are insisting on this, but one or two of them are trying and so far, have gotten away with it. This is extremely unfair to the actor, and will eventually prove of no benefit to the studio. The fact that the stage actor is compelled to rehearse for a number of weeks without pay has nothing to do with this matter, as the play once produced either has a run that would recompense the actor for the time spent in rehearsal or prove a flop-out pretty quick. The studio talker has not that opportunity, good, bad or indifferent his work in any one picture would not cover his rehearsal period.

* * *

PHOTOPLAY MEDAL

The announcement that Photoplay has awarded the 1927 gold medal to the Fox organization for their production of "Seventh Heaven" will cause no surprise to anyone acquainted with motion pictures. We doubt if you would assemble ten or a hundred people from our industry and ask them what was the best picture of 1927, that anyone would give a different answer than did Jimmie Quirk, publisher of Photoplay. There might have been a bit of dissatisfaction in years past concerning this award, but certainly not this year. No doubt William Fox, Winfield R. Sheehan, Frank Borzage and the entire Fox organization are very proud of this great honor, but not to any greater extent than the motion picture theatre owner who played the picture, thereby giving his patrons a treat the type of which is very rare in this or any other industry. And by the way, this is the second time Frank Borzage, the director has been so honored. His picture "Humoresque" received the gold medal back in 1920.

DAILY REVIEW

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 114

New York, Friday, November 16, 1928

FIVE CENTS

Alias Jimmy

By ARTHUR JAMES

A superb picture in both sound and silence, Alias Jimmy Valentine, delighted the first night throng at the Astor Theatre last night. Metro-Goldwyn-Mayer scores with the first sound picture that wears gloves, dresses in the mode and is mannerly beyond reproach. It has vitality beneath the smart exterior, has heart interest, human sympathy, surprise and a fully satisfactory and complete entertainment.

Jack Conway has directed a sound and dialogue picture with restraint. The talking begins late and effectively.

It comes as a surprise after it has been demonstrated that a perfectly fine silent picture is under way.

Five characters are important. William Haines, the star, is Jimmy Valentine who, in the manner of the Paul Armstrong classic is clever, sensitive of finger and smart in alibis. But Haines gives the character the Haines unction and charming smart alec effrontery that makes it a new and a vibrant character.

Leila Hyams, lovely as the bankers' daughter, Karl Dane, as the big Swede companion of Jimmy, Tully Marshall, as a veteran crook, and then Lionel Barrymore, as Doyle, the detective, completes the principals. All are good, but Barrymore is magnificent. The greatest actor in the world today showed how fine and intelligent he can be in a role of secondary importance, by walking away with the show.

Joe Farnum titled it with distinction and added to it the sum total of its excellence. Howard Hickman played the banking father, Billy Butts and Evelyn Mills were the children.

Alias Jimmy Valentine which began on the stage and which later was a screen success, is now in its highest form as entertainment.

It is a convincing play, splendidly presented and without doubt headed for extraordinary box office triumph. We congratulate all concerned with its making and the public on its opportunity to see and hear a really refreshing play.

Producers Force Showdown With W. E. By Demanding Open Field for Sound

M.P.T.O.A. DIRECTORS APPOINT COMMITTEES

The Board of Directors of the M.P.T.O.A. met yesterday to discuss matters in general connected with the association and to take action on the legislative situation and to appoint a legislative committee consisting of Harry Crandall, Chairman, Fred Dolle, Harold B. Franklin, Sam Denbow and M. E. Comerford.

A committee on standardization and interchangeability of sound apparatus was also appointed, continued on page 2

KOLSTER RADIO IN SOUND-FILM FIELD

Patenting Device for Recording on Films

A new talking picture apparatus using the film recording method will soon be added to the welter of conflicting devices already flooding the market and clamoring for recognition.

This device, now nearing perfection on the Pacific Coast is being fostered by a newcomer to the industry—the Kolster Radio Corporation, manufacturers of radio equipment and sets.

The Kolster company is at present in process of negotiation to take continued on page 4

FOUR COS. TAKE TABLES FOR ANGLO-AMER. DINNER

Dr. A. H. Giannini, recipient of the Sam Harris Anglo-American cup, will be the guest of honor at the Anglo-American Banquet at the Biltmore next Tuesday, November 20th.



Among other prominent men who will attend are Will H. Hays, who will act as toastmaster, Colvin W. Brown, Arthur Loew, Arthur Kelly, J. D. Williams, Lou Metzger, Walter Wanger, and Harry Reichenchach. Tables of ten each have been reserved by M-G-M, Pathe, First National, and Universal. Other companies continued on page 4

KEITH CIRCUIT BOOKS "U" TALKING SHORTS

Universal's first two talking picture short subjects are to be shown over the entire Keith Circuit, according to an arrangement just made by Earl Kramer, general manager continued on page 2

Licensed Distributors Decline to Be "Goats" in Appeal to Otterson

It begins to look as if this matter of changeability, which up to this writing has been merely physical, will soon become a legal fact and that the doors will be open for any talking apparatus whose patents are clear and whose amplification is of sufficient quality to permit discs and film to be run with no material damage to either the mechanics or the quality of the entertainment. The burden of compelling exhibitors to run pictures licensed by Western Electric has been on the shoulders of the producers and distributors and these organizations have been most uncomfortable with its weight. Demand Is Made

It is known that the larger companies licensed by W. E. have made a demand on Electrical Research Products, Inc., in a letter to J. E. Otterson, its president, to ease up and change several clauses in their contracts with the producers in order that their distribution companies might permit the run of their sound pictures on equipment other than W.E.

They have pointed out the advisability of this almost instant change, and although nothing definite has yet been agreed on, it seems certain that Otterson is in favor of capitulating to some extent. Just how far he is willing to go, has not yet been determined. But that there will be some change very soon, is a foregone conclusion.

Distributors the "Goat" The distributors feel they have been made the "goat" in this whole sound business, as their contracts will not permit them renting sound or synchronized pictures to a theatre not equipped with W.E. and figuring that it will be months and continued on page 4

New Universal Play Producing Department Created on Coast

March 9 Selected As AMPA "Masque" Date

March 9th was announced as the date of the Hollywood Masque Ball by President George Harvey at yesterday's meeting of the Associated Motion Picture Advertisers, upon which occasion Elizabeth Meehan, Anna Aiken Patterson, Kerry Conway and Mr. and Mrs. Henri Thermen were guests of the organization.

Universal Film Corporation has established a Play Producing Bureau, which will be conducted as a separate branch detached in its workings from the studio regime, but operating with the full use of its facilities.

The object of the department is to encourage new playwrights and to assure them a stage production first and screen production afterwards, the Universal company retaining the option on screen rights continued on page 4

U. A. THEATRES SHOW \$516,919 NET FOR YEAR

Report of United Artists Theatre Circuit, Inc., and subsidiaries for year ended August 31, 1928, shows net profit of \$516,919 after interest, depreciation, amortization, etc., equivalent after 7% preferred dividend requirements to 40 cents a share earned on 500,000 shares of no-par common stock.

DAILY REVIEW

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Joe Blair, West Coast Representative, 1255 Taramind Avenue, Los Angeles (Phone Hempstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour Street, London, W. 1.

Canadian Office: Canadian Moving Picture Digests, 259 Spadina Ave., Toronto, Canada.

PATHE SOUND NEWS REEL FORMS STAFF

The Pathe Sound News organization personnel is being drawn chiefly from the long trained and disciplined Pathe staff. It is the policy of the editorial directors, Terry Ramsaye and Ray L. Hall, to promote members of the existing staff with replacements to go into the silent edition organizations.

Old Timers Drafted

The first to be drafted to sound was Joseph O'Brien, film editor and cutter from Pathe News, who has been schooled at the Radio Corporation of America's laboratories in the technique of sound picture assembly. Among the cameramen thus far detailed to sound by Pathe are Harry Smith, Tommy Hogan, Robert Donahue and Alfred Gandolfi.

Marvin H. McIntyre, editorial representative at Washington in contact with the White House, the Army and the Navy, has been given responsibilities to the sound news.

RCA Experts Help

Through the initial period of product Pathe Sound News has had the cooperative attention of E. E. Bucher, vice president of RCA, and the engineering staff under Carl Dreher, including Harry Dreyer, and Harry Jones, assigned to technical supervision of the operations of the sound recording camions.

Dr. Albert Jean DeVaud of the General Electric Company at Schenectady is in consultation with the engineers and editors with reference to the designing and manufacture of a large array of additional equipment and various camion units, several of which are being especially designed to meet special purposes in the news-recording field.

Eugene Cour, midwest editor of Pathe News, also an engineer who has done much experimental research in sound recording, has been a consultant on design.

Sebastian Gets Lead

Dorothy Sebastian has been given the feminine lead opposite Buster Keaton in the stolid-faced comedian's next Metro-Goldwyn-Mayer starring film, "Spite Marriage." Edward Sedgwick, who made Keaton's last picture, "The Cameraman," will direct the new film.

F. N. Victors in Arbitration Of "Availability" Wrinkle

An unusual point in arbitration was settled by the New York Board on Wednesday, when the question of playdates after availability dates, was determined.

First National Exchange brought a case against Anthony Livoti of the Majestic and Grandview Theatres in the Bronx, for failure to lift six pictures.

The defense was that there was a protection clause in the contract which read "No protection to and from" the Irving and Wycoff Theatres, which ran as Livoti's opposition.

Livoti claimed that this meant that the Irving and Wycoff Theatres would have to play day and date with the Majestic and Grandview theatres and he presented proof to show that the Irving and Wycoff Theatres played ahead of the Majestic and Grand, which in his opinion was a breach of contract and he was therefore not liable.

Louis Nizer, who represented First National explained that "no protection to or from" does not mean that they must play the pictures day and

date. It means, he explained, that equal notice of availability must be sent to those theatres and that those who have prior dates open on their books to date the pictures in can play ahead of the other, regardless of which one beats the other, providing that the exchange is giving is giving each the same starting point.

Nizer also pointed out that it meant day and date, "no protection to and from" would have lost its purpose, as it meant that both exhibitors would have to play it at the same time. On five of the pictures, notice of availability had been sent to both exhibitors and on the sixth, where notice was not sent, Livoti failed to take advantage of the 15-day clause after notice of availability and let his opposition play it ahead of availability. Nizer here pointed out that, in failing to set a date after the allotted and understood time allowed to everybody, Livoti objected to someone else using the pictures ahead of himself.

The Board ruled for the Exchange for the full amount.

Keith Circuit Books "U" Talking Shorts

(Continued from page 1)
ager of Universal's New York exchange.

The two shorts are "Bailey and Barnum" a black-face song, instrument and gag act, and "In Hawaii" a song and ukelele act made by the three Brox sisters, a noted vaudeville trio.

M.P.T.O.A. Directors Appoint Committees

(Continued from page 1)
sisting of Fred Desberg, Joseph W. Walsh, Colvin Brown. This committee will use its own judgment in collecting its data with a view to ascertaining if some method cannot be agreed upon for the absolute interchangeability and standardization of all instruments.

Those present at the meeting were Fred Desberg, Cleveland; M. E. Comerford, Scranton; Sam Dembow, N. Y. C.; Harold B. Franklin, Los Angeles; Jack Miller, Chicago; Colvin Brown, N. Y. C.; J. W. Walsh, Danbury; Fred Wehrenberg, St. Louis; A. Julian Brylawski, Washington, subbing for Harry Crandall; R. F. Woodhull, Pres.; Jay Emanuel, Phila.; Treas. F. C. Walker, N. Y. C., General Acting Counsel and M. J. O'Toole, Secretary.

The Administrative Committee which will act for the Board between sessions consists of M. E. Comerford, Sam Dembow and Fred Desberg.

Sound Pictures Increase

Sound Pictures, Inc., of New York have increased their capitalization from 20,000 to 40,000 shares, no par value.

Paramount Signs Weaver

John V. A. Weaver, poet, playwright and novelist, has been signed by Paramount as one of its staff of dialogue writers for forthcoming sound films, it was announced yesterday by B. P. Schulberg, general manager of West Coast production.

MIKE SIMMONS TO ADDRESS OHIO M.P.T.O.

COLUMBUS, O.—The Motion Picture Theatre Owners of Ohio have invited a representative of the Sonora-Bristolphone Corporation to attend the 8th Annual Convention to be held in Columbus on November 20-21, to tell about their plans for installing sound equipment especially devised for small theatres. Michael L. Simmons of Sonora-Bristolphone will address the exhibitors.

Governor-Elect Myers Y. Cooper will be an honored guest at the closing banquet of the association on Tuesday night, November 20th.

P-F-L in Wilmette

WILMETTE, ILL.—Now that the Village Board has legalized Sunday movies, the Midwest-Paramount Company of Chicago is planning to rebuild the old Central Theatre.

The theatre which last showed pictures twelve years ago, will be ready for operation in the Spring.

Chaplin Sued for \$100,000 on "Circus"

HOLLYWOOD—Antoinette Kopetsky yesterday brought an action in the Superior Court for \$100,000 against Charlie Chaplin Film Corporation, claiming she was the author of "The Circus", and had submitted it to Chaplin in March 1919.

Wallace to Direct

Maurice Chevalier, idol of the French music halls, who is now in Hollywood, will have Richard Wallace as the director of his first Paramount talking film. Production will get under way as soon as Wallace finishes directing Gary Cooper and Nancy Carroll in "The Shopworn Angel."

IN AMERICA'S LEADING THEATRES

SIMPLEX PROJECTORS

HAVE DEMONSTRATED
THEIR ADAPTABILITY
TO ALL

SOUND SYSTEMS

International Projector Corporation
90 Gold Street, New York

Who are You?

Dedicated to the God boys in the picture business.

Mr Big Eye: "I don't like that actress! She's no good at all. She falls down in the big chances. She isn't pretty. She isn't young enough. Well, she's no good at all. She's a washout."

A voice:—"You don't like her? Who are YOU?"

Mr. Big Eye: "I don't like that title writer. His stuff is flat. He uses too many words. He isn't funny. I don't care whether those titles get a laugh or not, I'm telling you he's no good."

A voice:—"You're telling us? Who are YOU?"

Mr. Big Eye: "I don't like that advertisement. There is too much white space in it. Why pay for all that white paper and not put something on it? Do you think this company is made of money and just throws it away? Did you ever sell any fillum? I oughta know, I've been on the frin' line in my shirt sleeves and I've sweat with them boys. Where do you get that gift for writin' advertisements? I say you're lousy and that goes."

A voice:—"YOU say he's lousy? Who are YOU?"

Mr. Big Eye: "I don't like that trade paper—it has too many knocks in it. I wouldn't advertise in a paper that didn't boost my stuff—besides I gotta budget and how can I buy more space than I got money appropriated to pay for it? Besides we're so great we don't need advertising. We lead the world, we're just plain hell, that's all, and I advertise the way I feel—I call it the 'feel of the paper'—Sure, I am known as a great guy and I intend to keep that knowledge spreadin'."

A voice:—"You are known as a great guy? Who ARE YOU?"

"Last Moment" Sold

Mr. Joseph H. Zarovich, general manager of the Zakoro Film Corporation announces that William M. Horne has just sold the Italian rights of "The Last Moment" to the Hoffberg Cornfeld Co.

Doane Leaving

Warren Doane, vice-president and general manager of the Hal Roach studio at Culver City, leaves today with Mrs. Doane for the coast, after spending several weeks in the East conferring with M-G-M executives and arranging plans for the forthcoming sound comedy program at the Roach plant.

New Film Reel

A new Sound Film Reel for exhibitors using sound-film equipment has now been placed on the market by National Theatre Supply Company. This reel features an improved 5-inch hub which prevents the film from passing the aperture plate at too great, or at an uneven, speed, accuracy of which is a necessity in sound projectors.

The Sound Film Reel is now being exclusively adopted by many of the larger producers of sound equipment and marks another notable contribution to the perfection of sound pictures.

RCA ENGINEER HAS NEW TALKIE DEVICE

John C. Aalberg, engineer with the R.C.A. Photophone working at the Pathe Studios, in Culver City, has perfected a sound attachment for the portable Moviola, used for the cutting and editing of talking pictures.

It overcomes one of the biggest difficulties in the preparation of dialogue and sound screen attractions, making it possible for the cutter to literally "cut a word in half".

The attachment is a portable instrument which can be connected with the Moviola. As with the Moviola, the sound attachment can be stopped at any time and can be reversed, making it possible to determine the exact spot where the film should be trimmed.

Its compactness also is a great advantage, due to the fact that it can be attached to any cutting-room table. For all practical purposes ear phones are used for listening to the dialogue and sound, but the device also can be used with a loud speaker.

"LOVERS OF HISTORY" FOR GREAT ART CO.

Frank D. Ferrons, president of Great Art Pictures, has signed contracts for the release of 13 short subjects, both silent and sound, having "Great Lovers of History" as their subject matter.

These will be released in the United States and Canada by Ben Levine and in Europe and other foreign countries by Edward L. Klein. Production plans have been completed and work will begin on the series within a fortnight.

Mr. Ferrone is well known as an art director and did effective work on the Barthelmess pictures with Tec Art, as well as a number of other productions.

FIRST VITAPHONE IN PARIS JANUARY

Vitaphone's domain will be extended in January to the continent of Europe according to an announcement this week by Herman Starr, Warner Bros. executive, who made public that his company will introduce Vitaphone in Paris shortly after the first of the year.

The Aubert Palace is the theatre chosen and the first attraction will be Al Jolson in "The Jazz Singer" which is scheduled for an indefinite run.

New Vitaphone Branch

Cleveland, Ohio, has been selected as the seventh branch distributing point for Vitaphone subjects. The new branch will service Cleveland, Cincinnati, Detroit and the intervening cities.

On "Arizona" Location

More than 100 players have spent the entire week in San Fernando, California, where production of "In Old Arizona", Fox's hundred percent talking production is under way with Irving Cummings directing. Warner Baxter is featured as the "Cisco Kid".

"Phantom of Opera" Case Gets Re-Hearing by British Exhibs.

Noted Film May Be Distributed in England After 3-Yr. Delay

The Universal production "The Phantom of the Opera" will have a general release throughout Great Britain as a result of a request made by Carl Laemmle to the general council of the Cinematograph Exhibitors Association.

This organization decided to grant the request of Mr. Laemmle for reconsideration of the incident of June 1925, when British territorial troupes were induced to provide a military escort from Southampton to London for the Universal picture "The Phantom of the Opera."

The Cinematograph Exhibitors Association in a statement issued yesterday says:

"In his letter Mr. Laemmle referred to the fact that he had agreed three years ago to withdraw "The Phantom of the Opera" as an acknowledgement of the error of judgment which had been made in connection with its exploitation. He asked that the matter might now be reconsidered, and appealed to the sense of British justice, which did not contemplate unending punishment. He gave definite assurance that his firm would never again give offense to British sentiment. The General Council, after fully considering the matter, decided to grant the request."

Gus Edwards' Next

"Gus Edwards' Christmas Party" will be the title of the next Metro-Goldwyn-Mayer short Technicolor talking feature to be staged by the well-known song writer and revue producer. This will take the form of a juvenile song-and-dance picture, and coast writers report that a special pair of reindeer is now being imported to serve as background.

American Seating Shows \$500,000 Profit

The American Seating Company reports for the September quarter a net income of \$502,552 after interest and depreciation but before Federal taxes. This contrasts with a loss of \$28,009 in the preceding quarter. The net income for the first nine months of this year was \$539,503.

Dick Grace Signed

Dick Grace, one time stunt flyer, has been signed to make a series of two reel pictures for the same company that made "The Mormon Tale" in which Marie Prevost and Ben Lyon were starred.



TRAVELERS select the Great Northern for its wonderful location in Chicago's "loop". They return because the large comfortable rooms, homelike environment, attentive service, excellent food and moderate charges make it an ideal hotel.

400 Newly Furnished Rooms, \$2.50 a day and up. Sample Rooms \$4.00, \$5.00, \$6.00, \$7.00 and \$8.00.

Walter Craighead, Manager
DEARBORN STREET FROM JACKSON
TO QUINCY
New Garage One-Half Block

"The Mecca of All Picture Functions"



ARE YOU PLANNING A SALES MEETING—

AN EXHIBITOR GATHERING—

Do you want to GIVE YOUR SALESMEN A LITTLE DINNER—A DANCE—A BANQUET?

Call our banquet department and let them offer a few suggestions.

We have banquet rooms, meeting rooms, ball rooms that will take care of your every want.

THE PARK CENTRAL

FIFTY-FIFTH STREET AT 7th AVENUE
NEW YORK CITY

CHRISTIES BEGIN NEGRO TALKIE

Gilstrom to Direct Roy Cohen Story with All-Colored Cast

By J. HARRISON EDWARDS
West Coast Correspondent

An all colored cast is being assembled for the first of the talking pictures which Christie is to produce from the famous Octavus Roy Cohen stories which ran in the Saturday Evening Post for many years. Selected as the first story to be made into a talkie is "The Melancholy Dame", which has just been put into screen form by Alfred A. Cohn, Christie editorial supervisor.

Arvid E. Gilstrom has been selected to direct the first of the Cohen pictures which will go into the sound studios next week.

Presented in the first Cohen story are those unique fiction characters, Permanent Williams and his wife, Jonquil, proprietors of darktown's swellest colored cabaret, with Webster Dill, the bi piano player and his dancing wife, Sappho, prominent in the plot.

The Cohen stories will be made into all-talking pictures, which will be pre-released to the first-run wired houses. They are being made under the Western Electric system of sound recording in Christie's new talking picture studios.

Contracts Renewed

Universal Pictures Corporation, this week exercised the options on the services of seven contract players, according to an announcement by President Carl Laemmle.

Barbara Kent, George Lewis, Eddie Phillips, Churchill Ross, Beth Laemmle, Kithryn Crawford and Elene Aristi found their work so pleasing to studio officials that they have been retained.

New Universal Play

Producing Department

(Continued from page 1)

as recompense for its stage production expense.

Universal will have its own stock theatre in Los Angeles and will run a repertory and road-show policy so that many vehicles can be given action at one time.

Hugh Hoffman is in charge.

Menjou Refuses "Concert"

Paramount is now having its troubles with Adolphe Menjou. That very bright star has sent them word that he doesn't consider "The Concert" good for a movie or talkie and that he will not appear in it. While Famous Players decide on what to do about it, Menjou and his wife will take a holiday in New York.

"Juanita" Postponed

Capt. George Banfield, who has just returned from Spain, whither he journeyed to secure locations and facilities for the production of "Juanita", a story of Spain and the Bullring, announces that he has had to postpone the immediate production of this film, owing to the fact that Bull-fighting has finished for the season and will not be re-commenced until next Easter.

STUDIO GOSSIP

William Desmond and his wife, Mary Melvor, are en route to Chicago to resume their position as headliners over the Orpheum-Keith-Albee vaudeville circuit. The popular actor just completed a featured role in "No Defense", a Vitaphone production.

Fred Kohler, the big heavy who has glowered and glared at George Bancroft and Emil Jannings in recent Paramount films, is the latest well known screen actor whose voice will be heard in the talking films. He was assigned yesterday to a prominent role in "The Dummy".

Larry Gray will play the lead opposite Nancy Carroll in "White Silence", a talkie which Fox is making.

Michael Vavitch and Angustina Lopez were engaged yesterday for character roles in Paramount's "The Wolf Song", featuring Lupe Velez, Gary Cooper and Louis Wolheim.

Producers Force Showdown Demanding Open Field

(Continued from page 1)

months before W.E. will be in a position to give enough installations that would permit the producers and distributors a sufficient play on their product to command coast-to-coast representation in town of 25,000 and better, a letter was sent Otterson asking that a change be considered.

From sources close to both parties it has been said that Otterson knowing that it had to come sooner or later, began to stall for all the time he could get before giving them any definite answer. This stall went on for three weeks, and then another letter was sent, demanding instant action and a reply was made that action would be given within a few days. That few days is up now.

Percentage to ERP

It is said that the producers and distributors have offered Electrical Research a small percentage of the amounts received over and above the price charged any exhibitor for a silent picture in the past. Just how long this percentage thing will run has not been determined, but the picture people argue that the inability of W.E. to deliver sufficient equipment to meet the demand, and continuing to hold the distributors by contract from serving a theatre having apparatus other than their own, would soon kill the whole sound business, for there is not sufficient W. E. equipment to keep pace with the rapid strides made in every other direction in sound.

Bristolphone Uptown

The Symphony Theatre, Broadway and 96th Street, will have a Sonora-Bristolphone sound apparatus. Work began on the installation today.

Four Cos. Take Tables

For Anglo-Amer. Dinner

(Continued from page 1)

Columbia, Rayart, New Era Films of London, Exhibitors Daily Review, Western Electric and Bank of America.

MacLean Threatens

Carol Law Suit

Sue Carol is being threatened with a law suit if she persists in thinking that she has the right to leave the Douglas MacLean Corporation.

That company has the option on her services for three years to come and Sue is anxious to leave because she has been lent to other companies for many times what her salary is, the profits all going to Douglas MacLean Corp.

Thinking that they had failed to renew their six months option, she hastened to the Fox lot but it now seems to have been a mistake and Miss Carol will probably have a big law suit on her hands.

Bellamy in "Exiles"

Madge Bellamy, having recovered from her recent illness, is preparing to appear in a new Fox picture called "Exiles." Don Terry will have the male lead opposite Miss Bellamy. Arthur Stone and Earle Foxe will also have principal roles in this picture, which is to be directed by William Beaudine.

Complete Two Talkies

Final scenes are scheduled to be filmed this week on two more Warner Bros. pictures in which Vitaphone figures prominently.

The first to be finished will be "Frozen River" starring Rin Tin Tin. F. Harmon Weight has been directing this story by John J. Fowler.

The other feature now practically done is "No Defense". Monte Blue and May McAvoy are its co-stars working under the direction of Lloyd Bacon.

"Watch Out" Started

Active work has started on "Watch Out," a Fox Movietone subject written by Catherine Kavanaugh and Harry McCoy, with dialogue by Ben Holmes. The director is James Parrott. In the cast are Clifford Dempsey and Maude Fulton, who made a name for themselves in comedy roles on the Broadway stage.

Nolan in "Broadway"

The second player for the imposing cast of Universal's production of the popular stage play "Broadway" has just been selected. Mary Nolan will play the role of "Pearl." Carl Laemmle, Jr., supervisor, has already chosen Glenn Tryon for the "hooper" and Paul Fejos, who will direct the picture, has just arrived at Universal City with a few thousand feet of film taken around Times Square.

Kolster Radio in

Sound Film Field

(Continued from page 1)

over the assets and business of the De Forest Radio Co. which will include radio patents and the tube business, and which will practically guarantee independence from the Radio Corporation of America.

The Kolster method of recording sound on the film will be ready for demonstration within the next two months.

OPINIONS

By W. R. WILKERSON

STILL STUPID

Several days ago we reported a piece of very stupid showmanship, or what have you, in the handling of the opening night gathering at the Rivoli Theatre for "The Woman Disputed". This report got a rise out of A. M. Botsford, in charge of advertising for Publix Theatres and Victor Shapiro, holding a like capacity with United Artists. Both of them told us we did not know what we were talking about for the reason the crowd was not held out of the theatre to create the impression we suggested, namely, the attracting of the passerby with the tremendous opening. They each gave a reason, but not sufficient to forgive the discomfort caused ticket holders attempting entrance to the Rivoli on this occasion.

BOTSFORD SPEAKING

Mr. Botsford says: "In donating these 9 o'clock premieres the theatre has to make sacrifices. The Rivoli is continuous from 10:15 A. M. to midnight, no seats reserved. To jump from this policy before the end of a final day's showing of one picture to a reserved seat 9 o'clock showing of another picture, takes more management planning than you are possibly familiar with. The public which had come to see the continuous film has to be eliminated and the new show has to be prepared at once, with not sufficient time for rehearsing."

SHAPIRO SPEAKING

"When I arrived at the theatre I found the house manager trying to get the orchestra leader out of the pit and having little success as he insisted that the music be properly rehearsed before the house opened. The afternoon show was not over until almost eight o'clock and certainly these men had to prepare their orchestration."

WHAT OF IT?

Suppose both of these gentlemen are correct, as they no doubt are, what of it? What answer is that to give hundreds of patrons huddled in the lobby and on the sidewalk being pushed from one side to the other for a half hour or more, nor does it excuse the fact that once they were permitted to enter the theatre, there were not sufficient ushers to seat them and the confusion inside was almost as bad as that outside. And all of this was caused, as we see it, for the reason that either United Artists, Publix Theatres or both, would rather give Rivoli patrons this discomfort and confusion in order to save a few dollars that would have to be paid the musicians to stay after the show the preceding night and rehearse the music, or not caring to do this, they could have called off the six o'clock grind show of the late afternoon and had plenty of time for the orchestra to prepare their score for the premiere picture. But this would have cost money also, consequently they did the next best thing and held the crowd in the lobby and on the sidewalk until 8:50 of a 9 o'clock premiere thereby contributing another page to idiotic showmanship.

Fox To Release King George Movietone November 24th

DAILY REVIEW

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 115

New York, Saturday, November 17, 1928

FIVE CENTS

Interference

By ARTHUR JAMES



Evelyn Brent
Clive Brook

Doris Kenyon
William Powell

Paramount's first all talking entertainment turned out to be the greatest of all examples of this new art and the first night audience at the Criterion theatre last night came away charmed, fascinated and convinced by Interference. It was preceded by a screen speech by Daniel Frohman and two short novelties, one of which was Eddie Cantor.

The entire presentation of Interference was beautiful, intelligent and definitely dramatic. There was a total absence of any slowing up of action.

William Powell, always a good actor, was triumphant in the role of a man who killed one woman to save another woman from disgrace.

Evelyn Brent—With a voice perfect in reproduction — carried off the honors as a vampish person and Clive Brook gave dignity, finish and gentility to the character of Sir John Marlay. Doris Kenyon played Lady Marlay.

Perfect direction by Roy J. Pomeroy and very intelligent dialogue by Ernest Pascal gave to this talking picture a fully competent treatment. It is beyond question the great talking picture of the day and it will serve to set at rest all doubt about the future of this form of entertainment.

Paramount took its time but the result places the Zukor-Lasky product at the head of the list for class production and convincing drama.

An excellent cast supported the principal players.

W. E. PREPARES CHEAPER DEVICE TO MEET EXHIBITOR DEMAND

King George In Movietone Great Fox Accomplishment

High-Hat Opening

The opening of the Paramount all-talkie production "Interference" at the Criterion last night, attracted more high-hats than has been seen at any premier since the Jolson start at the Winter Garden two months ago.

The tariff for the opening was \$5.50 and those attending, excepting the press, paid for their tickets and this also included employee's of Paramount.

Harris Here Today

Sam Harris arrives today on the Berengaria from England to be present at the Anglo American dinner and to personally present the Amity Cup to Dr. Giannini at the Biltmore function next Tuesday evening. More than 150 guests already have sent in their checks and the big men of the business will be there. Tables for ten have been taken by Paramount, M-G-M, Pathe, Universal and First National.

Jackson with Fox

LONDON—Fox Film's new publicity director is Tony Jackson, who succeeds Peet Leslie. The appointment was made by W. J. Hutchinson who is managing director of Fox Films in England.

Connolly Returns With Interview By Monarch

Lloyd George and Richard Strauss also Finished

The latest achievement of Jack Connolly now in New York, on behalf of Fox-Case Movietone, was the Movietone pictures of King George the 5th of England, secured by Connolly before he left for the U. S. This picture will be released to wired houses in the Movietone News-ree one week from today.

Connolly, in thus adding to his laurels, has the distinction of getting the first pictures of the famous monarch talking to American audience. (Continued on page 2)

Il Duce Cans Censors Over "Street Angel"

ROME — Premier Mussolini is all hot and bothered about the showing of the Fox production of "The Street Angel" in Rome several nights ago. The Il Duce is so hot that he has fired the entire Italian Board of Censorship following the gala performance of this picture to an invited audience.

The "big shot" of the Fascisti has taken offense at the manner the Fox organization handled the story, contending there are no such characters in the whole of Italy, as those (Continued on page 2)

Meetings for Contract Changes On—Producers Want Interchangeability and Quick Installation

It is the belief of many persons seemingly in on the know that Western Electric, knowing they have to throw open the door on the matter of sound equipment for the theatre sooner or later, are stalling for all the time they can get, thereby giving their sales force ample opportunity to close as many contracts as possible for the expensive sets they are now putting in theatres and further they will not capitulate until they are satisfied they have milked all the big theatres throughout this country.

All Day Meeting

Legal heads of all companies licensed by Western Electric, met with the attorneys for W.E. and its subsidiary, Electrical Research Products, yesterday, in an effort to hasten action on this matter. As was reported in THE DAILY REVIEW (Continued on page 6)

LOEW CIRCUIT BUYS MOVietone NEWS

A contract was concluded yesterday between the Fox organization and 56 theatres of the Loew chain for the showing of the Movietone News in these theatres starting today. Each of these theatres will take both weekly issues of the news.

With the signing of the Loew Theatres, 10 booking days will be added to the run of the Movietone News each week. The deal was engineered by David Loew and Milton J. Schwartz.

VESTRIS SURVIVOR IN PATHE SOUND EXTRA

As its first special extra, Pathe Sound News now in its inaugural week, delivered to theatres yesterday a Photophone interview with Harry Fay, who was one of the last to leave the ill-fated S. S. Vestris. Fay who hails from Charlevoix, Pa., was on his way to South America to fight Firpo.

Picked up after 14 hours in the water, Fay was rescued by a life-guard. (Continued on page 2)

New \$6,250,000 Film Trust on Between Germany and England

2nd Studio Explosion At Metropolitan Studios

HOLLYWOOD—The second serious arsenal explosion this week occurred yesterday when the powder storehouse at the Metropolitan Studios on Santa Monica Boulevard blew up. The first mishap took place at the First National Studio in Burbank.

LONDON—A new European producing combine of vast proportions, and embracing a capital of \$6,250,000 is under way, with the object of combining a number of famous German and British companies, with British Empire and Continental distribution.

The highlights in this new Trust formation, seeks to acquire the (Continued on page 2)

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London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour Street, London, W. 1.

Canadian Office: Canadian Moving Picture Digests, 259 Spadina Ave., Toronto, Canada.

MAIN STREET

by

GORDON TRENT

Nat Rothstein is an amateur photographer of no mean account, in fact he swings a mean lens — Colvin Brown is said to be the most even tempered man in the picture business with a disposition as calm as a Buddah — Sam Sax is the smart dresser of the independents and he likes any color so long as it's grey — Si Seadler has a secret that even Howard Deitz hasn't guessed—when alone in the woods he yodels—Paul Gnlick okays more good candidates for the Motion Picture Club than anybody else so far as is visible to the nude or naked eye—Glen Allvine holds the smart color advertising record for the year and if there was a medal up for it he would win it—Joe Plunkett has a brand new house up Westport way which proves Joseph knows a good location when he sees it—News Reel Hatrick likewise has a new house, in the Westchester county suburbs and they do say it's an architectural darb—Eddie Klein having a success on his hands in the Anglo American dinner decides to retire as banquet chairman for future affairs because it cuts into his bridge evenings—J. D. Williams drives a golf ball so far that it's nobody's business except the loser of the bet and C. L. Yearley would rather cast a fly than an aspersion.

COLUMBIA TO GET BRITISH FBO QUOTA

LONDON — F. A. Enders' FBO Company have completed plans for the production and distribution of its own Quota films in England. The first picture to go into production next April will be "Whose Wife".

There will be an interchange of stars and directors. American stars will go to England but the English productions will be quota films. Columbia Pictures of New York will distribute these films in America and Australia.

Blair Leaves Fox

Harry N. Blair of the Fox Film press department in New York has severed his connection with that company and is leaving to assume management of the Anthony Wayne Theatres at Wayne, Pa., and to handle publicity for the Fried Enterprises.

IL DUCE CANS CENSORS

(Continued from page 1)

depicted in the production, and as a result he has barred the picture and taken the power of censorship away from the board that has been passing on product of all nations and in its stead is turning over the censorship to a new State film monopoly, thus putting a powerful weapon in the hands of a body that has already shown a keen desire to cut down American films from being shown in Italian theatres.

The premier recently banned the showing of all foreign war films except those shown by his special permission.

King George in Movietone Great Fox Accomplishment

(Continued from page 1)

ences, coming on top of the George Bernard Shaw interview, another triumphant feather in the caps of Connolly and William Fox, these subjects will do more than possibly any other medium to cement the relations of the two countries.

The Fox-Case Movietone in England under supervision of Peet Leslie, publicity head, since resigned, has also succeeded in filming a talking picture of ex-Premier Lloyd George and his family at the state-man's estate at Churt, England. 1500 feet of the Lloyd subject were shot.

Another crew composed of Clarence Wall and Benjamin Miggins are now in Vienna at the villa of the composer Richard Strauss, where they are recording a song from the opera "The Egyptian Helen" recently sung at the Metropolitan in New York by Marie Jeritza.

Joint Foreign Product

An agreement has been concluded between the Hungarian Filmfund and the Film-Industries A. G. (Fiag) of Austria, for joint production of several films. This is a valuable combination for Austria as well as for Hungary. A Hungarian production is now in the making at the Vienna Flat Film Studios. It is being financed by the Hungarian Filmfund, and features the Rheinhardt Theatre actress, Iris Arland. Warner Pittschau plays opposite the star, and direction is in the hands of a Hungarian, Anton Forgacs.

BUTLER-STUART CO. BACK FROM EUROPE

David Butler, director, and Nick Stuart are returning to America today on the Berengaria and will leave immediately for Hollywood. They have been chasing through Europe making scenes for the Fox picture "Chasing Through Europe".

Harry Brand, production manager and Russell Multh, location man, also returned with the company.

Cinephone Projection

Rooms Now Ready

Demonstrations of the Powers Cinephone which were interrupted by the dismantling of the company's projecting room to make way for the construction of producing stages will be resumed Monday in the new sound equipped projecting room just completed on the second floor of the Powers Building in New York.

The new projecting room is equipped with the several styles of horns and cone speakers used in the Cinephone equipment for different sizes of theatres and a series of switches will enable the operator to throw the sound from one horn to another in volume demonstrations.

Film Trust on Between

Germany and England

(Continued from page 1)

Emelka and its subsidiaries, the company in which the German Government has decided to reinvest public money—to acquire 80% of the capital of the Deutsches Lichtspiel Syndicate—80% of the Maxim Film Gesellschaft Ebner & Co.

It further plans to amalgamate with British Controlled Films, Ltd., and also with an established British producing firm as well as an established renting company.

It is their object also to acquire a talking picture device which will be made to sell for about \$1,000 and also to produce approximately 30 films each year, ten of which are to be made in Berlin, 10 others in Munich and Berlin; 3 Super Films in Great Britain and another three on the continent.

Vestris Survivor in

Pathe Sound Extra

(Continued from page 1)

boat which was rapidly filling with water.

Prints of this Photophone special were delivered at the Mark Strand, Colony and Capitol in time for Friday's first show. Early Friday, prints were sent to the many Pathe Sound News customers throughout the country.

Montgomery—Banky lead

Robert Montgomery has been selected as leading man to Vilma Banky in her next picture.

Miss Banky is scheduled to arrive in New York about November 15, with Mr. Santell, George Barnes and Samuel Goldwyn's entire technical staff.

Frank Newman Back

Frank Newman, accompanied by Mrs. Newman, returned to New York last week from Europe and are stopping at the Park Central. They will both return to Hollywood soon and Mr. Newman intends building a string of theatres on the West Coast.

Moviola vs.

Orchestraophone

The Daily Review had occasion to call up an equipment and supply house concerning some information about Moviola, (a device used in the cutting and editing of talking pictures) and was told that they don't handle the Moviola but they do carry the Orchestraophone! a non-synchronous record cueing device used in theatres.) Sound pictures are still a puzzle to the trade!

HAL ROACH BACK TAXES UNDER FEDERAL FIR

WASHINGTON—The United States Board of Tax Appeals is shortly to reach some decision on the pending Hal Roach Studios appeal on back taxes.

Three cases are on the docket two for studio taxes and one for personal tax, and some \$60,000 involved.

Roach maintains that the Government has computed his taxes due for 1919-1920 in an unfair method. He insists that his capital investment was \$10,000 and his net income for 1919, \$28,205, and for 1920 it was \$239,075.

On this total, a tax of \$59,727 for the two years was levied, but Roach only admitted \$17,734 of it.

Red Cross Shows

Life-Saving Film

A film on life-saving and resuscitation methods was shown for the first time yesterday at the Red Cross Headquarters in the new Dobbs Building at Fifth Avenue, and 57th Street. This picture is to carry the message over the country that common sense applied to bathing can naturally reduce the number of deaths caused by drowning. The picture states that there are between six and seven thousand fatal accidents of this kind in the U. S. every year.

BEBE DANIELS WANTS P-F-L CONTRACT RELEASES

Bebe Daniels, Paramount star, has been dickering with studio officials to buy up her present contract which she has about nine months more to go. The price offered is said to be \$150,000 but not accepted as yet.

Miss Daniels has a very attractive offer from another producer for her services and in as much as the type material given her at Paramount recently has not met with her approval and feeling the other offer would bring her good stories and better productions all around, she is making this effort to leave the organization that has housed her for the past five years.

O. P. Heggie Signs

O. P. Heggie, distinguished character actor of the legitimate stage who is now playing at the Paramount Long Island Studio in the talking film version of "The Letter," has signed a year's contract to appear in Paramount pictures. The announcement was made today by Jesse Lasky, first vice-president in charge of production of the Paramount Famous Lasky Corporation.

PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE

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This is a full-rate Telegram or Cable-gram unless its designated character is indicated by a suitable sign above or preceding the address.

WESTERN UNION

NEWCOMB CARLTON, PRESIDENT
J. C. WILLEVER, FIRST VICE-PRESIDENT

12208

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CARE GOTHAM BRISTOLPHONE SERVICECORP 1650 BROADWAY
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DID NOT WIRE YOU FRIDAY AFTER OPENING WITH BRISTOLPHONE AS I
WANTED TO DETERMINE THE COMMENTS FROM OUR PATRONS AFTER
SATURDAY AND SUNDAY PERFORMANCES STOP I AM PLEASED TO ADVISE
WE ENJOYED A MOST SUCCESSFUL OPENING PLAYING TO PHENOMENAL
BUSINESS AND THE CONSENSUS OF OPINION IS THAT THE TONE
QUALITY EXCELS ANYTHING THEY HAVE EVER HEARD I MOST HIGHLY
RECOMMEND BRISTOLPHONE AND WISH YOU EVERY SUCCESS IN THE
DISTRIBUTION OF SALE-

A P DESORMEAUX.

Thanks
Mr. Desormeaux

PICTURE REVIEWS

"The Armored Vault"

UFA
Directed by Lupu Pick
Featuring Ernst Reicher,
Heinrich George, Imogene
Robertson.

THIS IS NOT THE GREATEST DETECTIVE THRILLER FILMED YET IS UNLIKE ANY OTHER MYSTERY STORY AND HAS ENOUGH SUSPENSE AND NOVELTY BACKGROUND TO PLEASE MOST AUDIENCES — CAPABLY PRODUCED AND READY-MADE FOR EXPLOITATION.

A famous detective is mysteriously summoned by a gang of crooks and offered a fortune to disappear while the gang pulls off a big job—he refuses and is held captive, finally escaping. The head of the gang intimidates a wealthy manufacturer of bank-note paper into permitting the gang access to his armored vault of bank-note stock for the purpose of counterfeiting money. The detective begins to track down the gang, which he finally accomplishes. The wealthy man who is being ruined, has a dream in which the detective, himself, the gang and his wife are locked into the vault which is timed to blow up and destroy them all.

The suspense shown in this reel (the vault-dream sequence) is excellently done.

"Bondage"

UFA
Featuring Heinrich George,
Mona Maris, Harry Halm.

WHILE THE THEME IS NOT MOMENTOUS AND THE PICTURE UNWINDS SLOWLY THE WELL-DEVELOPED LOVE-STORY OF A RUSSIAN NOBLE FOR A SERF IS FINELY ACTED. CONTINUITY AND PHOTOGRAPHY ARE EXCELLENT.

The cruel slavery of Russian serfs, in the 1850 era is the theme of this picture. The absolute sway over life and death by the titled land-owners attempts to separate a pair of lovers of separate classes. The youth's mother, the countess, arranges a wealthy marriage for him and marries off his sweetheart to another serf. This serf, realizing the tragedy of the girl's broken dream keeps her inviolate for her lover. The Count later learns of his mother's deception and denounces the whole affair and alienates the Governor of the province, who plans to deport the serf and the girl wife to Siberia. A revolt is started and subdued by the Cossacks, with the noble serf, dying for the lovers' cause.

Heinrich George stands out powerfully for a sincere and moving performance, as does the heroine Mona Maris, a type especially suited for American pictures. The lady playing the Countess deserves a word of praise also.

"His Private Life"

Paramount
Directed by Frank Tuttle
Featuring Adolphe Menjou,
Kathryn Carver, Margaret Livingston.

MENJOU FAN FILM. LIGHT AND ENTERTAINING. GOOD COMEDY PICTURE FOR THE GROWN-UPS. LITTLE BETTER THAN THE AVERAGE AND SHOULD DO WELL ALMOST ANYWHERE.

Menjou is his usual suave, smiling self and spends his time in this picture in Paris, chasing a fair blonde and catching up with her in time for the final kiss close-up. The lady in question, (Kathryn Carver) believes him to be having an affair with her best friend and that he's a terrible roué anyway, but she decides in the end to marry him, just the same. There's a jealous husband that pops in and out of scenes regularly and a few good gags. In other words, regulation Menjou fare.

Frank Tuttle has done well with practically no story at all and George Marion, Jr.'s titles are excellent. Kathryn Carver has become a bit more animated and does good work in her part.

Photography and sets are both very good. The Paris atmosphere has gone completely Hollywood but at any rate Menjou will lose none of his public.

"The Goodbye Kiss"

First National
Produced by Mack Sennett
Featuring Sally Eilers,
Matty Kemp Johnny Burke

LIVELY WAR COMEDY DRAMA WITH CAPITAL FUN. STORY TAKES GREAT LIBERTIES WITH ARMY DISCIPLINE BUT BROAD HUMOR OF JOHNNY BURKE AND TITLES GET IT OVER. STIRRING CLIMAX SAVES THE PICTURE.

This tale of a small-town boy and girl who go to France when America enters the war deals with the shattered nerves of the boy and the girl's scorn for his apparent cowardice, while under fire. The girl and the boy's pal, an awkward goof with a warm heart, do what they can to save his honor and help him win back his courage. This he finally does, and through an accident, learns of the plans of a traitor in the regiment who has helped the Germans mine the U. S. trenches to blow them up. The boy worms his way into the enemy lines and prevents the American troops from being blown up, winning back his honor and his girl, through his heroism.

Burke of vaudeville fame, does much to put this picture over with his innocent boobery and inclination to put his worst foot forward in every mess. Fans will like this one, as the antiquity of the story of the World War is given a humorous treatment, and they'll go out laughing.

"On Trial"

Directed by Archie Mayo
Story by Robert Lord
Featuring Pauline Frederick,
Lois Wilson, Bert Lytell, Richard Tucker, Edmund Breese and Vondell Derr.

THE BEST ALL-TALKING PICTURE MADE TO DATE BY WARNERS OR ANY OTHER COMPANY. DIRECTION IS A BIT WEAK AT TIMES BUT ON WHOLE IS SATISFACTORY. ACTING OF ENTIRE CAST EXCELLENT. A CINCH AT THE BOX OFFICE.

Warners made a good selection in taking the Elmer Rive play "On Trial" for a talking picture. It is the best that has been shown to date and is only marred by poor direction at times and the total failure of Pauline Fredericks voice in the recording. This might be the fault of Vitaphone mechanism but she could hardly be heard in one of the most important roles. The acting and talking of Richard Tucker, Edmund Breese, Jason Robards, Lois Wilson, little Vondell Derr and Bert Lytell is all that could be asked.

This one will please most of the talking picture skeptic's. It is sure box office. Grab it.

"Ten Days That Shook the World"

Sovkino
Directed by E. M. Eisenstein

A KALEIDOSCOPIC ATTEMPT AT A FILM RECORD OF THE TEN MOMENTOUS DAYS IN RUSSIA, PRECEDING THE DOWNFALL OF KERENSKY AND THE RISE OF THE SOVIETS. EISENSTEIN INJECTS VITALITY INTO EVERY SCENE, CAUSING THE FILM TO STAND UP AS OUT OF THE ORDINARY.

This production will appeal only to deep students of the screen, as it rushes pell-mell all over itself, in disconnected short scenes and sequences. Everything that could possibly have happened in those ten days, to show up the weak-kneed provisional Government and the inspiration spark being infused into the rebels by their leaders, is crowded into the record and unless the mind can follow the rapidity with which the events happen, one's interest and attention is apt to wane before it is half through.

Eisenstein's camera angles, pantomime, groupings and composition are highly praiseworthy and the real spirit of the Russian people gleams subtly throughout the whole pattern. Only a few exhibitors will choose this film for their patrons.

"Show People"

Metro-Goldwyn-Mayer
Directed by King Vidor
Story by Agnes Christine Johnson
and Laurence Stallings
Featuring Marion Davies,
William Haines, Del Henderson,
Harry Gribbon, Polly Moran.

A VERY AMUSING SCREEN STORY, EXPERTLY DIRECTED WITH A VERY GOOD CAST SURROUNDING MARION DAVIES AND WILLIAM HAINES. MISS DAVIES IS EXCELLENT IN HER CHARACTERIZATION OF PEGGY PEPPER.

This production will have great audience appeal. It has every thing a picture of this type should have. The story is written around Peggy Pepper arriving in Hollywood from Georgia and her rise to the ranks of picture stardom. Before hitting the top she is taken over the hurdles via a comedy company. There are many amusing angles helped materially by a good set of titles by Ralph Spence. Dell Henderson and Harry Gribbon should share acting honors with Davies and Haines.

Put this one on your date book. Has synchronization with good score and sound effects.

"The Woman Disputed"

Directed by Henry King
Story by C. Gardner Sullivan
Featuring Norma Talmadge,
Gilbert Roland, Arnold Kent.

ONE OF THE BEST NORMA TALMADGE PICTURES. SUPERB DIRECTION OF HENRY KING, BEAUTIFUL PHOTOGRAPHY BY OLIVER MARSH AND EXCELLENT ACTING OF ROLAND AND KENT CONTRIBUTE TO EXCELLENCE OF THIS PRODUCTION.

The story taken from the Broadway play by the same name furnishes Miss Talmadge with excellent emotional opportunities, being the story of a street girl, regenerated by the love of two men whose friendship she unwillfully destroys. The picture is exceptionally interesting, even considering that at times it is a bit draggy due to too many close-ups of the star and her actions.

The acting of the entire cast is of exceptional variety and the direction of Henry King is, at all times good. Some of the most beautiful photography yet seen in pictures is shown in the work of Oliver Marsh.

THRILLING SOUND VERSION

Playing to packed
houses at Marbro
and Granada
theatres, Chicago

Rod La Rocque in "Captain Swagger" is
more than fulfilling advance predictions.
This initial Pathe sound production
is proving a veritable sensation in
Chicago pre-release—playing to
packed houses at every per-
formance at the Marbro
and Granada Theatres.

"SENSATIONAL SUCCESS"

Telegraphic report says:
"CAPTAIN SWAGGER WITH
RCA PHOTOPHONE SOUND
VERSION SENSATIONAL suc-
CESS THIS WEEK MARBRO
AND GRANADA THEATRES
STOP AUDIENCES UNANI-
MOUS IN THEIR PRAISE OF
PICTURE AND SYNCHRONIZ-
ATION STOP PLAYING TO
PACKED HOUSES AT EACH
PERFORMANCE."

Here is a partial list of ex-
hibitors who have already
booked this great SOUND
picture for a CLEANUP!

Illion, N. Y.	Capitol
Oneida, N. Y.	Madison
Rome, N. Y.	Capitol
Selma, Ala.	Academy
Tuscaloosa, Ala.	Bama
Buffalo, N. Y.	Colonial
Buffalo, N. Y.	Shea's Opera House
Rochester, N. Y.	Eastman
Chicago, Ill.	Granada
Chicago, Ill.	Marboro
Danville, Ill.	Terrace
Ashabula, Ohio	Palace
Dallas, Tex.	Capitol
Detroit, Mich.	Michigan
Flint, Mich.	Regent
Logansport, Ind.	Colonial
Kansas City, Mo.	Main St. Orpheum
Wichita, Mo.	Uptown
Los Angeles, Cal.	Cameo
Los Angeles, Cal.	Pantages
Manitowoc, Wis.	Capitol
Sheboygan, Wis.	Sheboygan
Faribault, Minn.	Grand
Bridgeport, Conn.	Cameo
New Haven, Conn.	Rogers Sherman
New Haven, Conn.	Garde
Middle Village, L. I.	Arion
Bradford, Pa.	Bradford
Greensburg, Pa.	Manos
Johnstown, Pa.	Cambria
Wheeling, W. Va.	Court
Baker, Ore.	Clarick-Orpheum or Empire
La Grande, Ore.	Arcade
Medford, Ore.	Craterian
Fresno, Cal.	Pantages
Spokane, Wash.	Clemmer
Tacoma, Wash.	Pantages
Baltimore, Md.	Palace
Baltimore, Md.	Rivoli

**SOUND
OR
SILENT**

ROD LAROCQUE IN
"Captain Swagger"

with
SUE CAROL

A Hector Turnbull Production
Adapted by Adelaide Heilbron
from an original story by Leonard Praskins
Directed by Edward H. Griffith

Pathe  Picture

Member of Motion Picture Producers and Distributors of America, Inc.—Will H. Hays, President

LAEMMLE'S JUDGMENT PROVES CRITICS WRONG ON "UNCLE TOM"

Production Department Opposed Universal's Biggest Drawing Card

Carl Laemmle was right. "Uncle Tom's Cabin" is proving to be one of the big drawing pictures in film history. They are coming down out of the hills to see it and from every section of the country, exhibitors report unusual business with this deluxe rendition of the famous old book and play.

Although still in its first runs in many sections, with big houses reporting exceptional business, "Uncle Tom" already is playing in many small towns. And here is the kick! The picture is proving to be an absolute bonanza for small exhibitors, according to their own reports. Harriett Beecher Stowe's popular characters have the same great appeal throughout the country-side as they always have had.

"Biggest business I have ever enjoyed" comes the message from the Star Theatre, Beaver City, Utah; to THE DAILY REVIEW.

"It's a natural! Biggest business of anything we've played," is the word from the Braumart Theatre, Iron Mountain, Mich.

"Largest gross of any two day picture" comes the astounding news from the Ruffin Amusement Company, of Covington, Tennessee. This popularity of the picture down in Dixie is not an isolated case. It is being played by more and more theatres in all parts of the South. Memphis, Tenn., Lynchburg, Va., and Winston-Salem, N. C. are three points which have just made box-office history with the picture. Winston-Salem liked the picture so much, the Auditorium Theatre there re-booked it for a return engagement.

The Stanton Theatre, Philadelphia, and The Paramount, Akron, O., have just reported exceptional business on "Uncle Tom." Frank C. Reinicke of the latter house wrote to THE DAILY REVIEW saying, "It is the biggest and best box-office sensation that has ever been released. It broke all house records in my theatre."

Carl Laemmle ordered the production of "Uncle Tom's Cabin" in the face of strong advice to the contrary. In fact, he staked two million dollars on it. Today he is seeing his far-sighted judgment vindicated in a way that has opened the eyes of the industry. "Uncle Tom" is going "down the river" but at full steam with all whistles and bells at full blast.

Goulding Signed by Pathe for Sound

Edmund Goulding, writer and director who has recently been specializing in talking pictures, has been signed by Pathe as an important member of the sound division, recording by the Photophone method under the supervision of Benjamin Glazer at the Culver City studios.

STUDIO GOSSIP

Cast of Pathe's "Square Shoulders," featuring Junior Coughlan, includes, Anita Louise, Phillippe De Lacey and Louis Wolheim.

Billie Dove is on a vacation before starting work on Elinor Glyn's "The Man and the Moment" for First National.

St. Elmo Boyce will direct "Big Hearted Toots" for FBO.

Chesterfield Productions has bought "Circumstantial Evidence" an original by Wilfred Noy. Noy will direct.

James Ford has a role in First National's "Children of the Ritz."

Dorothy Devore has finished work on "Misplaced Husbands" for Educational.

Jacques Feyder, French director, sails for this country Nov. 28th to work for M-G-M.

Al St. John's newest comedy for Educational is titled, "Hot or Cold."

Gus Edwards has completed his third of his one-reel talking Technicolor features, "Gus Edwards Color-tone Revue."

Lila Lee is being starred in "The Black Pearl" which was written by Mrs. Wilson Woodrow.

Paul Sloan is getting ready to start on an all-talkie about Nov. 20. It is as yet untitled.

Leo Maloney is playing the villain in Pathe's new serial, "The Fire Detective."

W. E. Prepares Cheaper Device to Meet Demands

(Continued from page 1)

VIEW of yesterday, letters and conferences have been read and talked about, but nothing definite accomplished other than the producers being encouraged to the point that they believe everything will be all right sooner or later. They have made several demands on W.E. and insisted on an immediate answer and it is thought that this will be accomplished with the meeting held yesterday and still in force late last evening.

W.E. and Cheaper Equipment

There is a lot of talk going around the street that Western Electric have a machine they will be able to manufacture and sell for at least two thirds less than the one they are now putting in the theatres and it will be ready within a few weeks and installations can be had within two to four weeks from the date of taking the contract.

It seems a cinch that if Western Electric does open the doors for their competitors, they will come out with a machine that will meet this competition not only as far as price is concerned but be in a position to deliver the equipment as quickly as the other manufacturers.

Things We Don't Believe

A wire from First National's Burbank studios gives the thrilling information that Alice White kissed twenty-two prospective leading men who are competing in tests for the leading masculine role in the star's picture, "Hot Stuff."

Director Mervyn LeRoy conducted the tests and now there is considerable suspense as to which young leading man will be chosen, for apparently the "votes" are all in—and possibly the applicants!

CINEPHONE DIALOGUE PLAY NEARS FINISH

Scenes taken from the second act of the Broadway stage play being produced as a dialogue picture by Powers Cinephone will be rehearsed on Monday and Tuesday of next week under Harry Revier's direction and it is expected that they will be recorded and assembled with the first act scenes, within the next few days.

In directing this first Powers Cinephone production Revier has devised a directorial plan which he calls the "numbered beat" system, designed to save time in rehearsals and also assure harmonious modulations of sound.

"Letter" Completed

"The Letter" Somerset Maugham's play which has been in work at the Paramount Astoria Studio for the past six weeks, has been completed as far as shooting goes.

The picture which stars Jeanne Eagels, will now go to the cutting room for editing.

Littlefield in Town

Lucien and Mrs. Littlefield, of the Hollywood movie colony are in New York on a brief visit. Littlefield, one of the best-known character actors in pictures, has been steadily working in prominent pictures for the past four years.

Wilson in Shorts

Lois Wilson, featured player in some of the biggest pictures ever released, has been signed by the Christie Film Company to appear opposite Edward Everett Horton in a series of two reel sound comedies which will be pre-released by Paramount this year in all houses wired for sound.

Baron on Road

Paul Baron, who entered the motion picture industry several years ago via the Publicity Department of the Universal Pictures Corporation, is to go on the road for the Laemmle organization as play date representative. His first trip will be through the middle west. Baron, since leaving the Universal Publicity Department, has been a film salesman in that section for Universal and for P.D.C.

OPINIONS

By W. R. WILKERSON

GOOD BUSINESS

Fe find it good business to print opinions about Sam Rothafel. Last week we ran a couple and the office was besieged all day with requests for copies—and this at five cents the head. And besides, Rothafel is easy copy. He does a lot of things that cause opinions, both pro and con. With us it has always been "pro" and we do not even know him personally, but a person that can put together such stage shows as he does week after week at Mr. Fox's Roxy, deserves more than we can give him.

LATEST ONE

The Roxy was not on our visiting list this past week as we had seen "The Red Dance" at the Globe. But hearing everyone speak of the stage attraction, we went up yesterday. And durned happy we did. It was one of the most exquisite prologues, presentations or whatever you want to call it, we have ever seen. The music, the lighting, the gorgeous colors and the singing were entertainment such as you would get in no other theatre in the WORLD. And the wonder of it all is, as we see it, that Rothafel and his corps of assistants only have a few days to get a show like this together. With this in mind, take any big Broadway stage hit now current; select three of the best numbers from the show and then look at any Roxy show and make a comparison. There "ain't none". And these legitimate producers have weeks and months to prepare, Rothafel a few days. That's why we think he is "the" producing genius we spoke of last week.

CONVINCED

We are convinced that anyone passing up a show at the Roxy will miss something. Regardless of what the picture attraction might be, it might have been shown before, we are going in to see the stage show if nothing else. You had better do the same thing.

Baclanova for Talkie

Olga Baclanova has been given the lead by Paramount in "The Woman Who Needed Killing." This is to be an all-talking production and John Farrow is writing the dialogue. Miss Baclanova will of course speak her part, accent and all.

"What 3 Stars Do You DISLIKE the Most?"

LONDON—Sidney L. Bernstein, London exhibitor, in order to find out what the public in general and his patrons in particular, think about films, has circulated a questionnaire, quite different from the ordinary.

The questionnaire contained such queries as: "What 3 Film Stars Do You Dislike the Most?"—"What pictures do you dislike the most?" and "which are the most objectional films, American, English, German or French?"

Bernstein forgot to add: "What theatres or exhibitors do you dislike the most?"

DAILY REVIEW

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 116

New York, Monday, November 10, 1928

FIVE CENTS

Cheering

By ARTHUR JAMES

Herbert Hoover, the next president of the United States is a friend of the motion picture. He is against outside censorship of the motion pictures. He believes that the industry should censor its own pictures and in a public speech made before the industry in 1927 he said: "The industry must be its own censor. I have a growing confidence in it. The proof is that today the lowest levels of morals and inspiration in the films are higher than the current stage itself".

President elect Hoover is against outside censorship because he is a man of intelligence and judgment and the presence in the White House of an executive who has through contact and experience formed sound opinions regarding the motion picture industry is a source of the greatest satisfaction to every man, woman and child connected with the business.

This is especially important in view of Canon Chase's anti-picture medicine show which starts at the Mayflower Hotel in Washington, November 26. Canon Chase, who sponsors the Hudson Bill, seeks to saddle the picture business with seven million dollars worth of annual taxation for the purpose of securing one million dollars for educational purposes. In addition to this he is using his most pestiferous endeavors toward the passage of the Brookhart Bill which puts the picture business under Federal control.

Canon Chase has an organization with a high sounding name and a small membership. He is a definite enemy of the picture business and of anything else the opposition of which will give him a chance to get into the limelight and appear publicly as a great reformer.

It is our opinion that this man's activities are pernicious, that they should be dealt with summarily, completely, promptly and finally to the end that he should be removed from the arena and sent back to a more quiet life in Brooklyn. The misguided people who have been supporting his misrepresentative organization are doing a damage to the finest and greatest influence in the entertainment field and they seek to hamper and harry an educational force, compared to which their ambitions are as fly specks on a sunrise.

The industry should be represented.
(Continued on page 2)

791 Wired Houses in Latest Survey-- Dual Equipment Is Ultimate Solution

"Sell Talkies to All Wired Houses" New P-F-L Sales Policy

AMELKA CONTROL TO STAY ALL GERMAN

By Sam Harris

Just before I left for New York, the resident London director of the Amelka Film Company called upon me and stated that nothing definite has been arranged with any company whatever.

Three or four various suggestions have been made from different parties to acquire an interest in Amelka which in no case would exceed
(Continued on page 2)

Rothstein at AMPA

The McCarthy Sisters—Margaret and Dorothy—of George White's "Scandals" and other musical comedy fame, who have just made their first appearance in the talkies, and Nat Rothstein, AMPA, who has just returned from Europe, will be the
(Continued on page 2)

Product Now Available to All — Company's Own Sound Resources Allow Free Rein

The chief result of the Paramount Famous-Lasky Corporation's sales convention held at the home-office last week, it is understood from outside sources, was the issuance of instructions to the entire sales force to begin renting Paramount Pictures to any theatre which is fully equipped.
(Continued on page 2)

Stanley Sound Studio Formed in New York

The Stanley Recording Company of America has been formed in New York to establish a sound studio for synchronizing pictures already produced. It has no connection with the Stanley Company of America.

Authentic Figures Show
743 Movietone-Vita-
Phone Dual Wiring
ONLY 12 INDES

After a thorough survey on the part of THE DAILY REVIEW from authentic records, it is now known that there are (as of last Nov. 14th.) 791 houses wired for sound throughout the United States. Of this 791, there are 743 wired with a dual installation of both Movietone-Vita-phone; 28 with Vitaphone alone, and 8 having a Movietone set exclusively. There are 12 equipments of machines of other makes, making a complete total of 791, with installations of all makes progressing at the rate of about 22 each week.

The Dual System

It becomes more and more evident that the exhibitor will have to equip his house with a machine that can run both discs and the sound on film, for there does not seem to be any tendency of Warner Brothers or any of the other companies record.
(Continued on page 4)

MAYER-C. B. DE MILLE GUESTS OF HOOVER

Louis B. Mayer and Cecil B. DeMille, both personal friends of President-Elect Herbert Hoover, were guests of Hoover Friday at luncheon, in his home at Palo Alto.

In regard to Hoover's coming trip to South America, the Associated Motion Picture Producers, represent-
(Continued on page 4)

"Cinephone" Precedent Set by Colony Show

A precedent in the question of "interchangeability", exactly the opposite of the Hagerstown case, is set this week at The Colony Theatre on Broadway, New York, where the Walter Disney animated sound cartoon, "Steamboat Willie" with sound recording by Powers Cinephone, is being presented and reproduced on a Western Electric device.

The Colony Theatre is equipped with Western Electric sound on film and disc reproducers. The Powers Cinephone recording is on the film and its reproduction at The Colony
(Continued on page 4)

The Unholy Three

Said a trade paper publisher to an advertiser in the film business: "There are too many trade papers and I suggest you play with just three of them, one daily and two weeklies.

"The idea is to let the others die off through non support and that will solve a great problem for the producer and distributor".

Hch Heh! And solve a problem also for Quigley, Alicoate and Johnston who are most favorable to this unholy idea. The Divine Right of Kings was a good gag while it lasted—good for the kings—but the divine right of trade paper status must be earned by service to the industry from which the bread and salt is derived.

When the Brookhart bill, subjecting the industry to Federal control, was up before the Congress joint committee, the Unholy three stood this way—

Film Daily—absolutely for the measure that would have crippled the picture business.

Motion Picture News—straddled the issue completely, seeking vainly to serve both sides.

Herald-World—ignoring the issue as though it were unimportant.

Should this course be rewarded by the support of the industry in order that they may kill off their competition? By what sleek effrontery is this accomplished? This newspaper serves notice on all concerned that this desperate and sneaking course shall not go unresisted and it is prepared to pull the lid off if the whispering campaign continues.

No foolin', neighbors, no foolin'.

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Joe Blair, West Coast Representative, 1255 Taramind Avenue, Los Angeles (Phone Hempsstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour Street, London, W. 1.

Canadian Office: Canadian Moving Picture Digests, 259 Spadina Ave., Toronto, Canada.

MAIN STREET

by

GORDON TRENT

When Jack Cohen arrived from the coast and met Harry Cohen bound in from Europe it was the first time those busy brothers had been together in eight years in New York—that's what these movies do to you!—A. Pam Blumenthal, Pres. of Stanley Educational Division, is now a proud daddy—the youngster will probably be named Max Pam Blumenthal—Charlie O'Reilly has a brother who looks like Harry Scott of Pathe only perhaps more so—Arthur Kelly is the best dressed man in United Artists because of a certain swank that suggests a resemblance to Winston Churchill—Michael O'Toole, a successful Democrat in Republican Pennsylvania writes a better news story than 15 out of 16 publicity experts in the pictures. And Mike is properly proud of the fact that he never has stopped being a good newspaper man—Fred McConnell can win the industry hand ball championship if Dick Rowland will keep off the courts—Pat Garyn told a Swedish story the other day and managed to local color it with a Greta Garbo look in the eyes—Herman Robbins keeps his tan perpetual by taking his setting up exercises in the full glory of the morning sun—Ben Grimm of Universal entered pictures when Lockwood and Allison were co-starred and he still likes to think of it—Waterson Rothacker, the millionaire kid of the industry, was the protege of the admirable Marse Henry Watterson of international fame and he has done his sponsor proud—Jimmy Grainger eats sandwiches in his office rather than taking time out for luncheon and that's one of the reasons why Fox product is not lagging behind—Gabriel Hess will not deny that the way to get a statement into the consciousness of Pete Harrison is to have it translated into Greek—

"Sell Talkies to All Wired Houses" P-F-L Sales Policy

(Continued from page 1)

ped to show sound and talking product.

This action has been expected for some time and was somewhat foreshadowed by the recent decision of all the large producers, who hold Western Electric Movietone licenses, to demand more leeway in their contracts to the extent that an open market be created for the distribution of Movietone or Vitaphone product to all houses wired for sound, providing 100% interchangeability and satisfactory reproduction was available.

Other leading producers and distributors such as Warner Brothers, Metro-Goldwyn-Mayer, First National, United Artists, Universal and Columbia are rapidly expected to adopt the same sales policy set forth by Paramount sales heads. Such action adopted universally and immediately will be a god-send to both distributors and exhibitors, as it will mean an end to the paralyzing delay which has begun to end so disastrously for the small theatre owner particularly.

One of the first steps taken by Paramount, Warners, Metro-Goldwyn-Mayer, Columbia and others, was the immediate testing-out of the better-known independent synchronizing, recording and reproducing apparatus, such as the Biophone, Sonora-Bristolphone, Phototone, Cinephone, etc., for purposes of placing their approval on whatever devices come up to major specifications, as far as the exhibition of their respective pictures are concerned, and to assure all installers of independent apparatus that product will be available.

Amelka Control to

Stay All German

(Continued from page 1)

twenty five per cent of the whole company. Any contract that had been entered into was only a contract subject to certain consents being obtained, notably the German banking interests.

He was of the opinion, however, that none of the contracts would go through, as it was desired if possible to keep the whole of the interest in German hands.

Classified Advertisement

Advertisements in this section, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

FOR SALE

MOTION PICTURE AND "STILL" cameras rented, sold and exchanged. Portable lights for sale and for rent. Keep us advised of your wants. Ruby Camera Company, 727 Seventh Avenue, New York City.

LOCAL FILMS

MOTION PICTURES MADE TO order. Commercial, Home or Industrial. We have excellent facilities and the best cameramen. Our price, 20c per foot. Ruby Film Company, 727 Seventh Avenue, New York City.

BUSINESS OPPORTUNITIES

WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

CHEERING

(Continued from page 1)

ed in the Mayflower conference by a strong man able to tell the truth in the open. If participation by representatives of exhibitors and producers is denied, so much the worst for Canon Chase and his ballyhoo.

ROTHSTEIN AT AMPA

(Continued from page 1)

guests at next Thursday's meeting of the Associated Motion Picture Advertisers at the Hotel Paramount.

The girls have promised to give their impressions of the talkies in words and music, after appearing in a prologue for Pathe's "Annapolis".

Gish En Route to U. S.

—Reinhardt Coming

Lillian Gish, who will star in Max Reinhardt's first motion picture for United Artists sailed for America on the S. S. Ile de France, leaving Havre yesterday.

Miss Gish has been dividing the summer between Berlin and Salzburg, working on the scenario of her next film with Professor Reinhardt and Hugo von Hofmannsthal.

Brent To Leave F-P-L?

The big question now is, just what will Evelyn Brent do when the option held on her services by Famous-Players-Lasky expires this month. She has achieved great popularity in the past year and tho she has not said that she will leave Paramount, there are several companies dickering for her services and naturally, the lady will go, or stay, where the advantages are greatest.

"U" TO SYNCHRONIZE 'OSWALD' RABBIT COMICS

Oswald, the Lucky Rabbit of the Universal cartoon comedies, is to be synchronized or whatever they do to rabbits to make them talk and make funny noises. The cartoon comedies henceforth will appear with full Movietone sound and music effects.

The first Oswald with sound will be called "Oswald's Ragtime Band." It will be made as both a silent and a sound picture, since thousands of theatres are running the Oswald cartoons which do not have sound picture apparatus and who probably will not get it during the next year or longer.

"Oswalds" are made for Universal by the Winkler productions, Inc., headed by Charles Mintz.

Loretta Young Cast

A wire from First National's Burbank studios states that Loretta Young has been added to the cast of the mystery thriller, "Seven Footprints to Satan", which is being produced under the direction of Benjamin Christensen with Thelma Todd and Creighton Hale playing the leading roles.

WAFILMS, Inc.

Walter A. Futter, Pres.

for Libray Stock Scenes
130 W. 46th St. New York
Bryant 8181

LAST CALL!

FOR RESERVATIONS

to the

ANGLO-AMERICAN BANQUET

HOTEL BILTMORE
TUESDAY NOV. 20

25 West 43rd Street

EDWARD L. KLEIN

Chairman Dinner Committee

25 West 43th Street

Phone Bryant 3191

GOSSIP OF BERLIN

By XAVIER STRASSMAN

(Special Correspondence of Exhibitors Daily Review)
BERLIN—Mid-November.

Ordinarily, the German nose for news is about as keen as Schopenhauer's, who, it will be remembered, invented a new philosophical system and held out on the public until it was all printed in a thick book. That was all right; but in the case of the activities of Mr. Joseph Schenck, U. S. A., the smelling and listening faculties of all and sundry engaged in picture production are alert day and night. In case it occurs to Mr. Schenck to finance any more picture specials here or in Russia, will he kindly write immediately—or cable?

The head of United Artists got away from Berlin and arrived in New York to be expertly interviewed by newspapers and film journals ten days before film circles here received the first vague details about that concern's money being available for the payment of German and Russian organization production bills, with distribution all set in America. It is understood here that Tolstoy's "War and Peace" will have the benefit of such cooperation, while, for Russia, land of Soviets and symbolism, Gogol's "Taras Bulba", and other literary masterpieces, will have a similar advantage. I am able to report that quite a number of capable German producing concerns are willing to consider cooperative propositions from Mr. Schenck.

Hush. Step softly. Luigi Pirandello is here from his native Italy holding mysterious conferences with German producers of imperishable literature. Pirandello, being the author of "Six Persons in Search of an Author", is considered worth a conference or two, especially as the subject is a deep secret, understood to deal with the "unconscious". Following the first conference, a certain producer is said to have dropped unconscious, and was revived with considerable difficulty.

RUBIN REPLACING BEN BERNIE AT "U" COLONY

Benny Rubin, popular west coast master of ceremonies and wisecracker, who has been engaged by Carl Laemmle as an impresario for Universal sound pictures, arrived in New York yesterday.

He has come East to arrange for the installation of a Benny Rubin orchestra in the Colony Theatre, Universal's Broadway show-window, at the termination of Ben Bernie's contract November 26th.

"Veiled Lady" Cast

"The Veiled Lady," which Emmet Flynn is directing, will have Bela Lugosi in the role of heavy. Mr. Lugosi is a Hungarian and a newcomer to the screen. Others in the cast include Lia Toro, a Brazilian girl, and Paul Vincenti another Hungarian. This will be a talkie production.

150 RESERVATIONS FOR INT. BANQUET

With reservations for approximately 150 persons now at hand, the success of the Anglo-American banquet at the Biltmore on the 20th under the auspices of the A.M.P.A. is assured.

Sam Harris, donor of the cup which is to be awarded to Dr. A. H. Giannini at the banquet, is in New York and will personally explain his ideas on Internationalism.

Among those for whom reservations have been made are Jack Ali-coate, Capt. Harold Auten, Mr. and Mrs. Charles Barrell, H. A. Bandy, Colvin W. Brown, Jerome Beatty, W. C. Boothby, David Bernstein, Joe Brandt, David Blum, W. E. Callaway, Mr. and Mrs. Harry J. Cohen, Jack Cohn, Ned Depinet, Felix Feist, John C. Flinn, E. S. Gregg, Mr. and Mrs. Paul Gulick, Will H. Hays, Earl Hammons, George Harvey, Don Hancock, J. Hemerich, S. W. Hatch, John Humm, Lewis Innerarity, Monroe Isen, Theodore Jaedeker, Mr. and Mrs. Arthur James, E. Bruce Johnson, Ray Johnston, Arthur W. Kelley, Harry G. Kosch, Maurice Kann, H. F. Krecke, Arthur Loew, Arthur Lee, Mr. and Mrs. N. L. Manheim, Mr. and Mrs. Lou Metzger, David Mountain, J. J. Murdock, Rutgers Neilson, Mr. and Mrs. Charles B. Paine, R. W. Perkins, P. A. Parsons, F. C. Quimby, J. Robert Rubin, Wm. S. Rogers, Mr. and Mrs. Harry Reichenbach, J. J. Rein, Phil Reisman, Arthur Rousseau, A. W. Smith, Edward A. Schiller, C. W. Steele, Joseph Skirboll, Joseph Seidelman, Martain J. Starr, Morton A. Spring, Edward A. Saunders, Max Schlesinger, T. C. Streibert, P. S. Thomson, J. D. Williams, Gordon S. White, J. R. Wilson, Walter Wanger, William Vogel and C. L. Yearsley.

Tables seating ten have been reserved by First National, M-G-M, Pathe, Paramount and Universal. Many other companies are represented in the individual reservations. Vice Consul W. G. R. Howell of the British Consulate will be a guest.

Maynard Starts Today

Production starts today at First National's Burbank's studios on Ken Maynard's next western feature, "The California Mail". Paul Hurst, J. P. McGowan and Captain C. Anderson are the only members of the cast selected to date. Albert Rogell is directing the picture and Harry J. Brown is supervising.

Gourland Returns from European Trip

Michael J. Gourland, president of the Affiliated European Producers, Inc., arrives today aboard the Mauretania after a ten weeks visit to Europe in the interest of opposing further restrictions on American pictures.

Gourland met the heads of practically every large producing company in England, France and Germany and explained to them that further restrictions on American pictures in Europe might retaliate in the adoption of similar measures here against European films. He pointed out that America was now accepting foreign films without any bias.

*They're lining up for the Big
picture parade that will be a
feast for the eyes of all
the industry.*

Eleventh Annual Announcement Number of

Exhibitors DAILY REVIEW

Out Tuesday, January 1, 1929
Stars, Directors, Executives, the players and the technical folk will be represented with pictures and greetings to the trade at large.

A specially designed cover by Lambert Guenther—beautiful typography and a world of interesting and vital text—

*Reserve your space Now and
be assured of the best
possible position.*

PATHECHROME NEW COLOR FILMS

Pathe Review Launches Special Process Made In French Labs.

Pathe, the first to bring commercially practical color to the motion picture screen, now announces a new process to be known as Pathechrome.

Forthcoming issues of Pathe Riview will present the first offerings of Pathechrome, supplanting the use of the long famous Pathecolor process. The new process is an outgrowth of the Pathecolor process technique, with methods which it is claimed give to the film a new sparkling brilliancy and a verity that has not been previously possible.

The Pathechrome process is applied to the films by the celebrated Pathe Cinema laboratories in Vincennes in France, by a corps of color experts schooled in its niceties by working through the progress of its evolution. Pathe has found it impossible thus far to reproduce this work in America, because of the high degree of special training required of the colorists and the vast array of equipment necessary to the operations involved.

A section of every issue of Pathe Review is sent to France for processing and return for American distribution. Meanwhile a large number of prints go into European and British empire distribution through Pathe connections.

TWO-NEGATIVE SYSTEM FOR COLUMBIA PRODUCT

Joe Brandt, president of Columbia picture announces that his organization will have a silent version to every all-talkie they make in order that exhibitors not yet equipped for sound will be in a position to run the full Columbia program of pictures for the coming season.

Mr. Brandt says: "In order to give the owners of both types of houses only the best, we have decided to make two versions of every picture we produce with sound. We will not take a silent picture, cut out half a dozen sequences and replace them with so much conversation. Instead, we will make one version in the technique suited for dialogue and the other in the best manner we know how as a silent picture.

"Cinephone" Precedent Set (Continued from page 1)

is on the same machine used for Movietone.

The Colony showing of the Disney cartoon also marks the first public presentation of the Powers Cinephone system. Film tests of the Powers Cinephone leading to the perfection of the machine have been going on during the past three years but they have all been shown privately.

The presentation of the Disney cartoon is also the premiere of a new series and a new comic character. It is also the first animated cartoon made especially for sound production, and as such it illustrates the perfection of synchronization that is possible when pictures are constructed especially for sound accompaniment.

STUDIO GOSSIP

Karl Dane has joined the cast of "The Duke Steps Out."

Ethlyn Clair has been given a part in "From Headquarters" by Warner Bros.

A troupe of fifty Chinese and more than a score of technicians were used on a desert location for "The Leatherneck."

Charles Logue, scenarist, has joined forces with Universal.

Ben Bard has been added to the cast of "The Comedy of Life" by First National.

Louis Mercier, grand opera baritone, is acting as technical director for the opera sequences of "The Comedy of Life."

Nick Grinde has been assigned to direct "Desert Law," for M-G-M.

Edward Martindel has a featured part in First National's "Good Bad Girl."

Joseph Schildkraut has just signed a long-term contract with Universal.

791 Wired Houses

In Latest Survey

(Continued from page 1)

ing via disc, to discard this method for the film recording. And it seems equally certain that Fox, Paramount, Universal, Metro-Goldwyn-Mayer and others using the film method now, will not switch over to the discs, to any great extent. Consequently with the release of all talking pictures by these various companies an exhibitor will either have to have a dual equipment or none at all.

Present No Criterion

Exhibitors should not be fooled by the present crop of synchronized pictures, as most all the studios with the exception of Fox and Warners were not prepared for this rush on sound and in order to take advantage of it and grab as much money as possible they have had most all their silent pictures synchronized at the Victor plant and maybe, have added a little dialogue, using in most every instance, discs. But with the release of all new product, that is of the all-talking variety, they will have to be wired for both methods, or pick the companies that will comply with the wired method they already have.

W. E. Strangle Hold

For the above reasons it seems as if Western Electric has the strangle hold, regardless of their decision on interchangeability for they are the only manufacturers of the dual machine.

Gould Gets "Scrapped"

The Film Arts Guild has obtained the world rights to another low cost novelty film called "Scrapped: A Life Story in Tabloid," produced by a group of studio workers at an expenditure of \$297. The staff consisted of an assistant cameraman, cameraman, a newspaper woman, a Hollywood troupier and a prop man.

LE BARON CONFERS WITH SARNOFF REGARDING FBO

William LeBaron, production head of FBO under the regime of Joseph P. Kennedy, is in New York having daily conferences with David Sarnoff, chairman of the board of the Radio-Keith-Orpheum, controlling FBO.

At the time the FBO sale was announced no one seemed to be certain of the status of LeBaron who has been in charge of all FBO production for the past two years, but it is now understood, after several conferences with Sarnoff, that he will not only continue his production control but will have added duties that will make of him the big man in that organization.

UNIVERSAL PURCHASES "THE LUXURY HUSBAND"

Universal has acquired the talking picture rights for Maysie Grieg's popular novel, "The Luxury Husband," according to an announcement from the Universal home office. The book is said to be unusually rich in scenes and situations adaptable for talking and sound picture material.

The production undoubtedly will be a special. Universal advises that it will be put into work at an early date.

Santell Starts Banky

Alfred Santell, who is directing Vilma Banky's new and yet untitled picture, now being filmed in New York, played the leading male role, — that of a taxi driver — opposite the Hungarian star. The first shots were filmed Thursday afternoon near Willis Avenue, the Bronx. Sequences in the Bronx will be completed next Wednesday.

Mayer-C. B. DeMille

Guests of Hoover

(Continued from page 1)

ed by Fred Beetsen, have offered to furnish the Navy Department with fifty complete motion picture programs, for the entertainment of the Hoover party, on the trip South, on the S.S. Maryland.

Pictures programs from all producing companies will be submitted for Hoover's selection.

"Bulldog" for Goldwyn

Paramount was already to announce the acquisition of the crook play "Bulldog Drummond" for the next Richard Dix picture to be made at Astoria. It was to have been an all-talkie. But someone neglected to state that Sam Goldwyn held an option on this material and last week Mr. Goldwyn exercised his option and announced that Ronald Colman will be starred under the direction of Richard Jones.

OPINIONS

By W. R. WILKERSON

BILL POWELL

Friday night, during the progress of the screening of "Interference" at the Criterion Theatre, a man in back of us said, "this fellow Powell is the greatest individual bet in pictures today." We were so enthused with the performance this great actor was giving in the production on view, we mumbled under our breath, "you said it, brother."

In doing a little raving about Powell, we have no intention of discrediting the excellent performances of Clive Brook and Evelyn Brent, but Bill Powell has always been a great favorite of ours, both on and off the screen and it is in consideration of a brilliant star finally being afforded the opportunity of demonstrating an ability that is incomparable in this industry, that this rave is being put on.

We say opportunity for the reason that it seemed for a time that Paramount was doing everything physically possible to keep Powell in the class of "contract player." They cast him in Westerns, assigned him to support Beery and Hatton, gave him a bit here and a small part there, but in every picture, the moment Bill Powell walked on the screen he dominated the situation being played. He weathered all the miscasting Paramount was guilty of and after working in "Interference," is now in the position of saying, "I am sitting pretty, Mr. Paramount, what are you going to do about it?" And Bill Powell can't be denied now, for, as the fellow in back of us said, "this fellow Powell is the greatest individual bet in pictures today." . . .

GIVING IN

We got a great kick out of "Interference" for the reason that we have always said to ourselves and others, "this talking racket is only temporary, it can't last." But we are now convinced we have been looking at a bunch of poorly directed quickies of bad stories with a lot of shouting put in for talk. In so far as this writer is concerned, the talking picture business had its beginning with the premier of a picture called "Interference" and shown for the first time at the Criterion Theatre, New York City on the night of Friday, November 16th. And, might add, it was a Paramount picture. And going still further, will suggest that this company has accomplished wonders with this one picture. "Interference" will convince all the skeptics and die hards, it has set a standard that every company will have to shoot at, including Paramount itself.

POMEROY

Who is this fellow Pomeroy? Where did he come from and what has he directed before? Certainly he is the same fellow that has been working for months out in Hollywood trying to perfect a "two negative print" method of recording and reproducing sound, consequently, we were surprised to view his directing of such sterling artists as Powell, Brent and Brook, in dialogue written by Ernest Pascal, with the best camera work yet seen in talkies by J. Roy Hunt. He deserves and will receive, great credit.

DAILY REVIEW

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 117

New York, Tuesday, November 20, 1928

FIVE CENTS

Tonight

By ARTHUR JAMES

Tonight at the Hotel Biltmore the Anglo American dinner and the presentation of the Sam Harris amity cup to Dr. Giannini will constitute an international gesture of good will and friendship. It will be presided over by that excellent toastmaster Will H. Hays, representing the organized industry of motion pictures in America. The Army will be represented in the person of Gen. Bullard, the Navy in the flesh of Admiral Symington, the heart of the industry by Nathan Burkan and all other elements including British official life will be in evidence.

The occasion is to be more of pleasant sentiment than of heavy dignity. It is a good fellowship gathering that has had the enthusiastic effort of the Associated Motion Picture Advertisers in the arrangement of its details and the hearty approval and cooperation of all the industry so soon as the plans were fully made known.

To Mr. Edward L. Klein, for his properly militant spirit in the promotion of so happy and so pacific an idea, there must go the lion's share of the credit and it is for the full recognition of this credit that this is written. Now that the big party is in assured success it will rebound to the glory of all concerned.

We believe we are not overstating the case when we hail Mr. Sam Harris, Editor of the Cinema and the Daily Cinema, as England's most representative journalist in the field of motion pictures. He is alert and loyal to the picture causes of his own country and fully alive to the wisdom of cooperation between the English speaking peoples. He ably represents the broad ideas of the film group with vision and without the least compromise in the matter of a patriotic devotion to the British film industry, he has the eyes to see the present and future sanity of a closer understanding, sympathetic operation and co-operation between the British Empire and the United States for their mutual good.

As a publication we feel honored that Mr. Sam Harris is our correspondent and representative in London.

MORAL BOA CONSTRICTOR TO START COILING NEXT WEEK

HAYS TO SOUND INT'L AMITY KEYNOTE TONIGHT



The International Amity Cup to be awarded tonight to Dr. A. H. Giannini

SCHLESINGER SEEKS EMELKA CONTROL

By Dr. R. OTTO
Berlin Correspondent
(Special Cable to Exhibitors Daily Review)

BERLIN — Despite the Government's intention to keep control of the Emelka concern, current reports have it that Major Rassam of Bri-

2% "U" Dividend

Pursuant to a resolution adopted by the Board of Directors of Universal Pictures Company, Inc., at a meeting held November 13th, a quarterly dividend of two percent (2%) per share will be paid on the outstanding First Preferred stock of the Company; said dividend to be due and payable on the 2nd day of January, 1929, to First Preferred stockholders of record as shown by the books of the Company at the close of business December 19th, 1928.

The Anglo American dinner which will be held tonight at the Hotel Biltmore and which will be presided over by Will H. Hays, promises at the eleventh hour to be one of the greatest functions in the history of the motion picture business. More than two hundred acceptances and reservations have been received and late hour reservations are being asked for.

Among those who definitely will be present are J. Robert Rubin, vice president of M-G-M, Felix Feist, Arthur M. Loew, Fred Quimby, Al Lichtman, Arthur Kelly, Lou Metzger, Ned Depinet, Joe Brandt, Jack Cohn, Jesse Lasky, Walter Wanger, J. D. Wil-



Sam Harris
Cup Donor

(Continued on page 2)

OHIO KEYNOTE TODAY 'REORGANIZE CENSOR BD.'

COLUMBUS, O.—The reorganization of motion picture censorship is the keynote to be sounded at the 8th Annual Convention of Motion Picture Theatre Owners of Ohio this

(Continued on page 4)

Criterion Gets "Letter"

The next attraction at the Paramount-Criterion will be "The Letter" recently completed at the Astoria studio of Paramount. It is said, regardless of the business, "Interference" will have a short stay in this house as it is the desire of Paramount executives to get this talking picture out on general release as quickly as possible.

Every one who has had an opportunity of seeing any of the finished work on "The Letter" are of the opinion it will make film history, even more than the production of "Interference" which showed great talking progress.

Canon Chase Seeking to Embrace the Industry Will Hold Pow Wow

ENTERTAINS LADIES

Canon William Sheafe Chase, the moral boa constrictor, who seeks to wrap himself about the motion picture business and strangle it into virtue and profit, is creating a mild excitement in Washington among the membership of the D.A.R., the Y.W.C.A., the League of American Penwomen and the Parent-Teacher Association, by his pow wow which is to take place at the Mayflower Hotel in the capitol city the first three days of next week. Canon Chase, who helped to put the tax bill over on the picture business in the state of Connecticut and then sent to the state of Connecticut a bill for his services, has an organization with a long name, which seeks, according to him, to "in a friendly way proceed against monopoly in the picture business".

The Canon—it is spelled with a single rather than a double n—is rooting for the Brookhart bill on the one hand and sponsored the Hudson bill for Federal censorship on the other.

In literature put out in behalf of the Canon Chase propaganda reference is made to "broken promises

(Continued on page 2)

Stiller Dead

STOCKHOLM—Nov. 8 — Mauritz Stiller, well-known Swedish producer who recently left Hollywood, after completing several pictures for Paramount, the most noted one being "Hotel Imperial" with Pola Negri, passed away here, after a short illness.

Stiller was connected with the Swedish Biograph in the early days and produced the famous Swedish picture "Gosta Berling."

Fox Earnings Up

The Fox Film Corporation yesterday reported earnings of \$1,500,000 for the 3rd quarter of 1928 as compared with \$1,005,000 for the same period last year.

This is an increase of \$445,000 or about 33 1/4% after depreciation but before Federal taxes.

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Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

MAIN STREET

by

GORDON TRENT

C. C. Pettijohn is exhibitor conventioning in Columbus today and so is Microphone Simmons—Alfred Santell, who was borrowed by S. Goldwyn from First National, to direct em Banky film will do it Manhattan, Al stopping at ye Hotel Warwick the while—Past presidents of the A.M.P.A. give a luncheon tomorrow at the Motion Picture Club in honor of present president George Harvey—G. William Wolf, who presidents for the Motion Picture Salesmen is hustling for their grand ball on the night of November 28—Phil Goldstone of Biophone is the same Phil Goldstone who made such good pictures on the Coast—Canon Chase wants Federal censorship so that there won't be such a temptation to graft in state censorship, ooh wot a leff!—E. Bruce Johnson is a patron of Kennedy's (food not film) these lunch hours—James R. Grainger is housed with a heavy cold, the fashionable malady of the day—E. W. Hammons returned from California looking as though he had been shooting moose in Maine (which he also does very well)—W. E. Cullaway, First National's southern manager, is back from six weeks of success in the Dixieland (song writer stuff for the South) — Lieut. Richard Grace, the stunt aviator of "Lilac Time" is in town from Los Angeles for a fortnight and is writing a tome on his crash and crack up experiences in the movies and in the World War—Eddie Maunix leaves today for the Coast.

GOLDSTONE TO HANDLE BIOPHONE IN MID-WEST

Biophone's special representative, Mr. Henry Goldstone, is leaving for the Midwest territory fully equipped with a number of instruments which he will install in Chicago, Kansas City, St. Louis, and other key points.

Mr. Henry Goldstone, who has been for the last few weeks in New York, has studied the complete system of the Biophone machines to such an extent that he is now in a position to not only discuss intelligently with exhibitors the equipment and installation, but he is so well posted as to supervise the complete installations.

Moral Boa Constrictor to Start Coiling Next Week

(Continued from page 1)

of the motion picture industry". This newspaper recalls the time when Canon Chase agreed with leaders in the motion picture industry to withhold his activities in behalf of the New York State censorship bill until further conferences could be held and still in the face of this promise proceeded immediately upon leaving the conference room to have the bill introduced at Albany. This bill was subsequently adopted through the influence of Governor Miller who promptly appointed political censors who were nothing else. The motion picture industry has still been paying the freight on this iniquity, to nobody's advantage. This faith breaker, Canon Chase has issued a bill of particulars containing 18 elaborate points in which he says that Federal censorship would end the necessity of censorship in the states, which of course it would, but even though it ended the necessity for it, it would not end censorship because this newspaper in a questionnaire to the governors of every state in the Union received word from 26 governors that their states would not be affected in the least by a Federal program and that they would maintain a such censorship as they had might have, despite the Federal censorship. Another interesting item in the Canon's dream sheet is found in paragraph 6 which says informatively "to lessen the danger of the graft possible in local and state censorship boards and to secure better moral supervision of the films than through such boards". The graft charges are the Canon's and not the industry's.

Herbert Hoover, the next president of the United States, has said that the lowest moral standards of the film are higher than the present day standards of the spoken drama and that the pictures should do their own censoring because they have demonstrated that they can do so and that they are thoroughly and fully responsible.

The Moral Boa Constrictor will hold forth heavily and will amuse and entertain the ladies, especially those who have no time to spend with their families and children, for the sessions at Washington next week.

Stanley Taylor Cast

Director Michael Curtiz has cast Stanley Taylor for a speaking role in Dolores Costello's next Vitaphone picture, "Alimony Annie" now in production at the Warner Studio.

"The Barker" to Open Dec. 1 in Los Angeles

First National's big special production, "The Barker," will have its premiere western showing with dialogue and sound effects at Fred Miller's Carthay Circle, Los Angeles, about December 1st, according to an announcement just made by Ned E. Depinet, general sales manager of First National.

Hays to Sound Int'l Amity Keynote Tonight

(Continued from page 1)

liams, Earl W. Hammons, Colvin Brown, John C. Flinn, William Vogel, J. J. Murdock, Louis Inerarity, Stewart Webb, Charles R. Rogers, Winfield Scott Palmer and a host of others.

The governor of the state of New York will be represented by his son, Alfred E. Smith, Jr., and there will be present representatives of the Bank of Italy group and the Bank of America, together with officialdom from Great Britain and the Army and Navy.

At the guest table presided over by General Hays, will be Dr. A. H. Giannini, recipient of the cup, Mr. Sam Harris of London, Mr. Ralph Blumenfeld of London, Major Robert E. Bullard, John E. Otterson, Nathan Burkan, Commander T. E. Symington and the British Vice Consul, W. G. R. Howell.

It is entirely probable that much interesting news will develop in the course of the dinner, as the speakers' table contains no wax works and the entire industry will be fully represented in this international amity gathering.

We would like to impress upon your minds that you have a date for Saturday Night, November 24, 1928. A holiday for the members of the MOTION PICTURE SALESMEN, their Wives, Sisters, Sweethearts, Mothers, Fathers, Brothers and Friends.

8th ANNUAL DINNER & DANCE

ON SATURDAY NIGHT, NOVEMBER 24, 1928

AT HOTEL COMMODORE

42nd Street and Lexington Avenue

DINNER — DANCING

ENTERTAINMENT — SOUVENIRS

HERE'S YOUR CHANCE TO MEET A FLOCK OF MOTION PICTURE STARS

TICKETS \$7.50 PER PERSON

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Telephone BRYant 0421

NEWSREEL HAVE 5 MEN WITH HOOVER

Five of Newsreels' finest photographers are aboard the U. S. S. Maryland, accompanying President-Elect Herbert Clark Hoover on the South American tour, which began yesterday when the party left San Pedro, Cal.

The five men who, through their previous efforts for their respective companies, have won the honor and distinction of this enviable assignment, are Arthur De Titta, Fox Newsreel; J. C. Brown, Hearst Newsreels Washington Staff; Robert Benton, Paramount Washington Staff; Merle La Voy, Pathe Staff man and Charles Sandwald, Kinograms New York Staff.

Mt. Etna Destruction Scenes on Broadway

Pathe News will show today pictures of the disastrous eruption of Mt. Etna in Sicily which Ray Hall describes as the most sensational which he has seen in his fifteen years experience. For the first time in news reel history is shown the total destruction of a city by a river of molten lava.

Giovanni Pucci, staff cameraman of the Pathe News operating out of Rome, is the daring individual who took the pictures. He states that all the time he was getting them he was working in a rain of ashes, amidst blistering heat.

The entire KEITH CIRCUIT {35 Big- Time Houses} books UNIVERSAL'S outstanding talk- ing acts!

THE headline above tells the whole story of SOUND PICTURE success in the wired houses. Other BIG BOOKINGS keep rolling in—Getting the money with these three novelty talking shorts is like pushing a snowball downhill—BOOK UNIVERSAL IF YOU WANT THE MONEY MAKERS!

*Bailey & Barnum**

Syncopating blackface vaudeville headliner team with Bill Bailey singing his famous "Ups and Downs", "My Mammy" and "Cantaloupe". Barnum performs delightfully on cello and banjo. One reel, movietoned.

*Brox Sisters**

Harmonizing Hawaiian trio extraordinary whose "Come out and Get Under the Moon" is an especially appealing number. One reel, movietoned.

Zimmerman & Grandville

A unique and charming Swiss yodeling act with Fritz Zimmerman as "The Master Yodler", Marcelle Grandville, "The Echo." Mountain background. Exclusive with Universal. One reel, movietoned.

* Booked by K-A-O.

In Short Subjects too, Carl Laemmle Leads the Way!

Lionel Barrymore to Direct Madame 'X'

Noted Actor Makes Good And Will Handle All- Talkie for M.G.M.

By J. HARRISON EDWARDS
West Coast Correspondent

Metro-Goldwyn-Mayer have decided to make an all-talkie of "Madame X" the celebrated stage play, with Lionel Barrymore directing. Production is expected to start within three weeks at the Culver City studios.

Barrymore is said to have done such excellent work in his direction of a short reel talkie recently completed that it set the studio executives on heads with enthusiasm. They immediately began a look over all available material for a feature length talkie for his direction and came across "Madame X". We hear that Pauline Frederick will have the role of the mother and Douglas Fairbanks, Jr., the son.

'U' BROADWAY CAST SIGNS 2 ORIGINALS

Universal has signed two well known actors from the original cast of the stage sensation "Broadway" to play for the screen the same roles they made famous on the stage. They are Thomas Jackson, who created the role of Dan the detective, and Paul Porcasi, who created the role of Nick the cabaret proprietor. Both will leave New York at an early date for Universal City, where plans for a super-production of the Jed Harris stage hit are nearing completion.

Glenn Tryon has been chosen to play the leading role of the "hooper" in "Broadway." Mary Nolan, beautiful blonde ingenue of Universal pictures is being considered for the hard-boiled cabaret entertainer, Pearl. Carl Laemmle, Jr., is supervising the preparatory work on the picture, which will be with full dialogue and sound effects.

Ohio Keynote Today

"Reorganize Censor Bd."

(Continued from page 1)

morning, when the exhibitors convene at the Deshler-Wallick Hotel.

Myers Y. Cooper, governor-elect of Ohio will be one of the four principal speakers at the banquet tonight, the other speakers being R. F. Woodhull, C. C. Pettijohn and the Rev. William M. Macleod of Pinehurst, N. C., a famous movie-booster.

State Senator Joseph N. Ackerman of Cleveland will address the convention, as well as the Hon. William H. Day, ex-Judge of the U. S. District Court.

Caldwell H. Brown, president of the Brown Theatrical Enterprises of Zanesville will speak on sound and talkie pictures in the small towns; Fred Desberg, manager of the Loew Cleveland Theatres will talk on the future of these pictures in city theatres.

Michael L. Simmons of the Sonora-Bristolphone Corp., will demonstrate his company's apparatus for small town theatre owners.

The annual election of officers on Wednesday will be the chief business of the day.

Ping Pong Rules by

Harry Reichenbach

(Courtesy Motion Picture Club Bulletin)

Ping Pong was created to while away dull hours by the head hunters of the Solomon Islands.

Each evening after an hour of Ping Pong, the members of the Solomon Island tribes would go out into a forest shaded glen and look for fairies.

Soon, oh not necessarily too soon, a number of fairies from the glen joined the tribe and became amongst the most wonderful Ping Pongists.

Ping Pong is known in the west as "Nance Tennis" or female polo.

The first stroke or "serve" should be made with the left hand resting on the left hip. After two serves, if server wins, he should walk around table and kiss opponent so that it will be apparent there is no hard feeling. That is, not too hard.

The players should act as masculine as possible. The audience deserves consideration.

If the rattle of the balls on the table becomes irritating, they can be softened by soaking in hot water. The balls, not the rattles.

Ping Pong should be played by two people, one at each end of the table. Care should be taken in this.

The expert is he who can hit the ball and run around to the other end of the table in time to knock it back in the opposite direction. In case of players donning athletic suits, red should be avoided. There is enough suspicion without that color.

After a strenuous game, nothing is more revivifying than a nice cool glass of lemonade. If this is too stimulating, White Rock will do.

Overhand passes are barred. Hobnail shoes cannot be worn.

Collars should button in front and trousers in back during the playing of tournaments.

The bicycles in the gymnasium are for the benefit of retired exhibitors. They will be reminded of old times. Of course this isn't necessary.

Ta ta.

1ST NATIONAL UNITS AT WARNER STUDIO

Recently it was announced by Jack Warner that their West Coast studio would close for a period of two months. This was caused by the fact that their production force were far ahead of their schedule on the product for release during 1928-29. Now it is learned that the Sunset Blvd. plant will not close after all, but the stages will not house Warner companies, but First National units.

First National has around thirty pictures of its 1928-29 program to finish. This has been caused by practically no work being done at the Burbank studio during the time the organization was being passed around, and now they have to put on full steam, using both the Burbank studio and the stages of Warner Brothers.

INDIA PROUCER'S HOLLYWOOD SURVEY

(Special to Exhibitors Daily Review)

HOLLYWOOD — A. Narayanan, India film producer, is in Hollywood looking over production and the salaries and general production costs of our picture colony have astounded him. Narayanan says that the most popular leading man in India only gets \$100.00 a month and that the best woman gets a salary of \$400.00 a week. He was surprised to learn that a local Zoo gets \$150 a day for the services of an elephant. He said "In India we could get 150 elephants for that price. They only cost \$1.50 a day".

Narayanan said that India was making more pictures today than England and that the great drawback in his company was theatres, there being only 400 theatres for a population of 350,000,000.

Schlesinger Seeks

Emelka Control

(Continued from page 1)

Fish Controlled Films has won the race against J. W. Schlesinger, the South African movie magnate and has secured for his company half of the Emelka shares; 80% of the German Exhibitors' Producing Syndicate Shares and 86% of the Maxim Films.

Last week, Schlesinger was cheered in London as the successful buyer of the great Emelka concern; today Berlin declares the deal off and in London, Major Rassam is the hero of the day.

Every European producer and distributor is racing for markets. Every faint chance is early followed up and any vague rumor exploited.

Such hectic feeling, however, does not prevail in the fatherland. Yesterday the Berlin Friedrichstrasse exploded the Schlesinger report; today it contradicts the Rassam report.

The appearance of the D.L.S. in the reports was unusual. This exhibitors' producing and renting association which had outstanding success as long as Herr Friedrich Zelnik was its producer, is evidently finding favor among British exhibitors and plans are afoot there to start something similar. Now the reported acquisition firm is locked on as an attack of British producers and distributors against British exhibitors.

There is a long way yet toward the formation of the European bloc. It will be a long time before British pictures find a million seats in Germany and a long time before the 3 to 1 German-French reciprocity arrangements lately discussed comes into force.

Gilbert for U. A.?

It is now rumored that John Gilbert signed a contract with United Artists when he was in New York a short time ago. It is believed that there will be an announcement to this effect as soon as his present M-G-M contract expires.

OPINIONS

By W. R. WILKERSON

"CHASING THROUGH EUROPE"

The Fox unit that has been chasing through Europe making a picture with this same title, returned to America Saturday, and from the stories that are being told around town, this gang must have had a great time, even though they did work day and night, get pinched several times, and risked being mobbed by admiring throngs every time they set up their tripod. They visited almost every important country in Europe, had a few days in London, Paris, Venice, Naples, Rome, Marseilles, Lille, Bethune, Tangier, Tetuan, Barcelona, Zaragoza and Guadelupe and would probably have been over there yet if it had not been for a cable sent by "Winnie" Sheehan calling them back.

DAVE BUTLER

The troupe was fathered by David Butler, Fox director, with Nick Stuart as the star. They exposed over 84,000 feet of negative, having photographed most every celebrated person in Europe including two kings, two dictators, one royal prince, two notable commanders of the World War and one Sultan. They probably have sufficient material for four or five pictures.

SAM GOLDWYN

"Darn clever these Chinese". Sam Goldwyn finds himself with a great star in Vilma Banky and has been told about the tremendous grosses being made by talking picture. But — Miss Banky speaks very broken English. So Sammy has a story written that permits Miss Banky a characterization of a young Hungarian girl, speaking very poor English. And in order to make this thing real, the main characters in the story have to learn some Hungarian for the first part of the picture which centers on Miss Banky's arrival in this country wherein she does not speak any English at all.

WARNER'S LITHOGRAPHS

The lithographs on the recent Warner productions have been exceptionally good from every point of view. We inquired the other day and was told that the Warner organization owns the Continental Litho Co., bag and baggage. Certainly if your own plant could not turn out good work for you, who could.

It seems evident that the Warner boys thought it best to grab a plant for themselves rather than be dictated to by the Morgan group who seem to have a strangle hold on all the lithograph business in our industry. We think aside from Fox and Warners, the Morgan gang does all the major work.

Cecil B. De Mille Tells "What's Right with the Movies"

DAILY REVIEW

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 118

New York, Wednesday, November 21, 1928

FIVE CENTS

A Great Night

By ARTHUR JAMES

Everybody who is anybody was at the Anglo-American dinner last night at the Biltmore and those who failed to get inspiration from the manifest cordiality would be hard to impress. General Hays in his best form and with a definite sincerity handled the affair with skill and to the satisfaction of all present.

...

Dr. Giannini, duly modest in the face of the honor conferred upon him, fully justified the choice of the committee in awarding him the cup.

...

Nathan Burkan, who is blessed with a sense of humor, added to the grace of the occasion with an interesting speech. Gen. Bullard, Admiral Symington, Mr. Otterson and others at the guest table were representative and in accord with the spirit of the hour.

...

Sam Harris acquitted himself, as was fully expected, admirably uniting the dignity of his profession and the cordiality which from now forth should be the ruling idea between the two nations. The Anglo American dinner, beginning in a small way, developed into one of the most interesting and most important affairs in the history of the industry. It was in all respects a tremendous and gratifying success.

...

We are moved to congratulate the Affiliated Exhibitors on their enterprise in securing the services of so able a man as Abram S. Meyers of the Federal Trade Commission to manage their affairs. Mr. Meyers made a very good impression upon the industry at the Federal Trade Commission Conference over a year ago by his calm and understanding way of handling the problems with which he was then not fully familiar. In the days that have passed since that time he has fully acquainted himself with all the conditions in the industry and all concerned will welcome his active association with the business.

FEDERAL TRADE COMMISSIONER MYERS TO HEAD ALLIED STATES

WARNERS SIGN 6-YR. MANAGEMENT PACT

Goldman-Sachs Contract Assures Stockholders Of Future Services

It became known yesterday that a 6-year employment contract has been entered into between the three Warner Brothers, Harry, Albert and Jack, on the one hand, and the stockholders of the Warner Brothers Pictures, Inc. represented by Goldman Sachs and Company, which will insure the continuation of the Warners at the head of their organization for the life of the contract.

A representative of Goldman Sachs & Company, stated yesterday that they were merely acting for the stockholders of the company, and had secured the contract with the Warner Brothers to safeguard the position of the stockholders in Warners, and to take this means of putting their further confidence in the three executives.

"It is to the vision and foresight of the Warner Brothers that the

(Continued on page 4)

"Barker" in N. Y. Dec. 3

"The Barker," First National's first talking picture, will open its New York run at the Central Theatre, to follow "Lilac Time", on Monday night, December 3rd, according to an announcement just made by Ned E. Depinet, general sales manager of the company.

Columbia After \$2,000,000 To Acquire New Exchanges

Hays Surgical Film Plan Launched Yesterday

Through the courtesy of Will H. Hays, a program of four French surgical films was exhibited at the Waldorf-Astoria Hotel last night, for the New York physicians.

(Continued on page 4)

Al Jolson

The "Slinging" Fool

LOS ANGELES—They are dubbing Al Jolson the next middle-weight champion of the world as a result of his mixup with a "tuxedoed" gentleman who, with a few drinks under his belt, made some insulting remarks to Al as a result of the manager of one of the local night clubs moving a table in for Al and his party, said table obstructing the view of Al's adversary.

Al said after the battle, "Maybe I am in the wrong racket. If the Warner boys don't get me a good story, I'll get a manager and try the fighting game."

KANSAS THREATENED BY NEW THEATRE TAX LAW

KANSAS CITY—As a result of a tax meeting called by the Governor of the State, and at which theatre owners and tax experts were present, a resolution was passed instructing the Governor and the Chairman of the conference to appoint a committee which would draft a proposed law concerning taxes, to be placed before the legislature in January, and which would tax all motion picture theatres in the State.

R. R. Biechele, President of the M.P.T.O. of Kansas and Western Missouri, who attended the meeting stated that "Kansas exhibitors had better get busy. They are facing a drastic measure and unless they get in touch with their representatives to convince them that the proposal is unfair, an amusement tax is almost inevitable."

Will Lead Steffes Group Campaign for New National Organization

U. S. Official to Resign—Gets \$100,000 Salary

COLUMBUS, O.—A sensational development was sprung at the M.P.T.O. of Ohio convention yesterday, at which Al Steffes, Glenn Cross and Col. Cole of the Allied States group are in attendance, when it became known that Abram F. Myers, Federal Trade Commissioner who conducted the Government investigation of the film industry last year, has been offered the leadership of the Allied group of theatre owners, at an annual salary of \$100,000 and has accepted, according to confirmation by Al Steffes.

Myers, who sprang into prominence through his aggressive investigations for the Federal Government, will resign his official duties immediately and take up the task of directing the work of nationally organizing the various state exhibitor units which may be amenable to the Allied State plans.

Theatre owners here were roused to a high pitch of enthusiasm when

(Continued on page 3)

DENT DEAL OFF FOR R & R THEATRES

DALLAS—Harry T. Peebles, vice-president of the Specialty Film Company, holding company for the Robb and Rowley chain of theatres which was recently reported as under sale to the L. L. Dent interests, has issued a statement denying the published rumor that the R & R chain would be sold.

Dent did have an option for the R & R theatres, but the deal failed to go through. W. E. Paschall, general manager for Dent has likewise denied that the deal was on.

Sentry Pres. Sails

Jos. E. Cohen, president of the Sentry Saftey Control Corporation, will sail today on the S. S. Berengeria. He will be in England and on the Continent until late December, returning home about New Year's.

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London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour Street, London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 239 Spadina Ave., Toronto, Canada.

MAIN STREET

by

GORDON TRENT

Mrs. Cecil B. DeMille, in one of her infrequent excursions into the public prints, comes forward with the news that DeMille's previous stage experience will be invaluable in his first M-G-M picture which will be a talkie . . . She will make a good press agent . . . December will be Henri Elman Month in Chicago when the Columbia Film Exchange will go after the greatest business in their history . . . Louis Laemmle, brother of Carl Laemmle is installing sound apparatus in his Alcey Theatre, Highland Park, Ill. . . . Jack Johnson, ex-pugilist is "knocking 'em dead" in Boston movie houses, using in his stage act motion pictures of his ring battles . . . Ed Ryan, Jr., personal secretary of Col. W. S. Butterfield is on a 6-week vacation in Europe and will spend the holidays with his mother in N. Y. . . . Roxy is sitting for his portrait by the noted Roumanian painter, Elie Cristo-Loveanu, which will be exhibited at the Gainsborough Galleries soon . . . Adolph Zukor accompanied by Mrs. Zukor and Mrs. Mildred Zukor Loew and two Zukor grandchildren are en route to Hollywood for a pleasure tour . . . At the Motion Picture Club some one suggested what would happen in case Mr. Fox decided not to take up his buying contracts for the New York independent houses. The answer was—there would be a lot of funerals around town . . . Jimmie Grainger has been missing from his office for a couple of days. One of those golf colds . . . Since Marty Van Pragg is sitting behind the big desk, one notices he wears a high polish on his shoes, a carnation in his lapel and plenty of "stay-comb" on his hair . . . Oscar Price must have sold the foreign rights on his Dick Talmadge pictures, he was smiling at every one he met yesterday . . . Some afternoon around four o'clock there is going to be a sudden death on the handball court at the Motion Picture Club. To hear Sam Rothafel and Charlie Swartz argue about a point you would think a murder was being committed.

"What's Right with the Movies"

(Twenty-second of a Series by Industry's Leaders)

By CECIL B. DeMILLE

Pres. Association M. P. Producers

The successful general is he who fights on the offensive; who pushes the attack into the enemy's territory. The defensive fighter gets nowhere.

Arthur James rightly has called to our attention the fact that we have been too timorous in our attitude towards our art-industry. Instead of answering questions fired by those who seek to find fault; we should be making positive affirmations. The motion picture needs no apologist; it could use a Ulysses S. Grant!

In discussing "What's Right with the Movies?" we will get at the answer best by discussing the general average of pictures today as against ten years ago. To ascertain this just take a night off and screen the best picture of 1928; and the worst of that year; the best film made in 1928, and the worst from all standards of taste and quality which has been made this year.

Such a comparison will amaze

you. Why the best of 1918 would be counted only as second rate today! And the worst of 1928 looms up almost as a super-special alongside the inferior production of ten years ago.

We have come to maturity in pictures. We have shed juvenile experiments and juvenile bad taste. We who make pictures look upon our job as a responsibility which demands every atom of our best and most considered judgment. Even if the producers did not feel a deep moral obligation towards this most powerful of expressive mediums; we could not under any circumstances return to the "border line" type of story which occasionally was attempted in earlier years of the industry. That kind of story, the type which has a "double meaning", one of them unwholesome, cannot be made today. First of all it will never pass the severe tests set by the Motion Picture Producers and Distributors of America; second, it

can't make money because it attracts only a limited audience. As pictures cost a fortune to produce and distribute, it is obvious that bad pictures are very bad business.

This has all been said before but it bears reiteration. "What's Right with the Movies?" When any expressive medium shows the growth in moral and intellectual stature and average made by motion pictures in the last decade—certainly that medium needs no apologist.

Individual criticism directed at individual scenes in individual pictures falls back against the proof and evidence of this great growth. Individual attack we will always have with us—and individual attack never means anything except one man's opinion. When unified public opinion can find anything to criticize in the movements of the average of motion picture quality, Film producers and exhibitors will have cause to worry, but not until then.

Buys "Trial Marriage"

Charles Goetz, president of State Cinema, announced his organization had purchased the worlds rights on the production "Trial Marriage". Corliss Palmer and Jack Richardson are featured in the cast.

Pascoe Biophone Rep.

Alfred Weiss, President of the Biophone Corporation has just announced the appointment of Mr. C. P. Pascoe as General Representative in the territory of Western Pennsylvania and West Virginia.

'ANNAPOLIS' PROLOG

Bert Glennon Shoots Special Musical Film in N. Y.

As a Photophone prologue to "Annapolis," Pathe has produced a lively musical comedy presentation reel at the Sound Studios in New York with the McCarthy Sisters, formerly of George White's "Scandals" heading the array of talent which includes the Hastings Twins, of the "Scandals," Morton and Mayo, Nell Jewel, Dolores Weekes, six specialty tap dancers and a Francis Weldon troupe of twenty-four dancing girls.

Bert Glennon directed this novel reel which offers all the entertainment of a stage production such as is featured in the big Broadway houses. Solo and ensemble, song and dance numbers make it a tabloid musical comedy. Josiah Zuro, musical director of Pathe sound pictures led the orchestra and Francis Weldon directed the dances. Clark Robinson designed the setting. The costumes were inspired, of course, by those worn by officers and midshipmen at Annapolis.

Throughout the music and dances are nautical, making the prologue blend perfectly both in sound and theme with the "Annapolis" feature which is offered with Photophoned sound and musical accompaniment.

Harry Thomas Heads N. Y. Film Trade Board

Harry Thomas, President of First Division Pictures, has been chosen President of the N. Y. Film Board of Trade, replacing David Rosengarten, who resigned because of the fact that Commonwealth Film Exchange has been acquired by First Division and he therefore ceases to be a manager of an exchange.

The Board expressed regret at Rosengarten's resignation and conveyed their appreciation of the services he had tendered the Board.

Thomas has been a member of the organization since its inception holding the office of Vice-President, and is one of the most popular members of the Board.

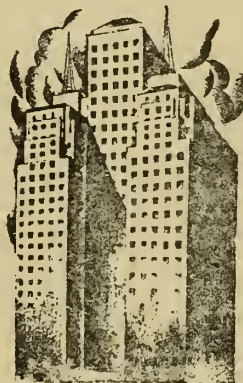
"Q Ships" Picked For Hoover Show

The Navy Department on Saturday gave a rush order to Captain Harold Auten, representative of the New Era Films, Ltd., for a print of "Q Ships" to be placed immediately on board the battleship "Utah" at Brooklyn Navy Yard for the use of Mr. H. Hoover, during his forthcoming "Goodwill" cruise to South American waters. The "Utah" left Brooklyn Monday for South America.

Aubert Gets Soviet

PARIS—A contract has been signed between Herr Zohrer, representative of Derussa in Berlin, whereby M. Louis Aubert secures the French rights for all films of Soviet production.

"The Center of Motion Picture Society"



If you want to see Who's Who in the motion picture industry, dine at

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DINE AND DANCE

To the tunes of

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PARK CENTRAL ORCHESTRA

THE PARK CENTRAL

FIFTY-FIFTH STREET AT 7th AVENUE
NEW YORK CITY

GOSSIP OF LONDON
By LIONEL BURTON

(Special to Exhibitors Daily Review)

LONDON—November, mid-month. The Film Quota Act in Great Britain and Prohibition in the United States seem likely to create a new bond of sympathy between the two countries. However, we are "holier than thou," since our bootlegging of the Quota makes lawbreakers only of picture producers, distributors and exhibitors, instead of a whole nation. But while English 'fans' are not accessories before the fact, they will profit by a system of Quota-juggling that will let in more American features than strict observance of the law would permit.

There is quite a lot of indiscreet gossip about the proposition to produce four-reel dramas on the thinly disguised theory of seven-reelers. Double-feature programs will increase in number because a four-reel photoplay can be slipped in after a seven-reeler and still leave room for a "short." The dear British masses do love their "shorts", so leading producers maintain—and most "full length" features are padded anyway. So a revival of features crowding the Quota minimum of 3,000 feet is hailed as a spiffy idea.

In the meantime H. B. Parkinson has publicly announced shooting begun on a program of nine subjects, six to be four-reel dramas and all aimed at the Quota. Incidentally, you will be interested to know that one of these—an old Dion Boucicault melodrama called "The Streets of London" — will have Beatrice Duffy for the lead, because she is of the Colleen Moore type. Needless to remind Colleen that she might mention this casually when calling at First National headquarters.

Suggestion from a mere looker-on to four-reel producers: In bootlegging the Quota, keep in mind the Enforcement bobby with his tape measure.

R.C.A.'s Motto

EARLY TO BED,
AND EARLY TO RISE.
WORK LIKE HELL
AND SYNCHRONIZE.

**Federal Trade Commissioner
Myers to Head Allied States**

(Continued from page 1)

the news became known and the general consensus of opinion around the convention hall was that the Steffes clique had put over a master stroke in securing the services of their new organizer.

There is much speculation here today as to the psychological effect of the news on the convention, when the annual election of officers takes place, and when it is probable that the Ohio M.P.T.O. will go on record regarding their future affiliations.

Steffes and his active co-workers have begun their national stumping tour, which was announced two months ago, and which will attempt to whip into line as many state organizations as possible. With Myers now at the helm, the work of the leaders in the field, will begin to be properly consolidated.

**Columbia After \$2,000,000
To Acquire New Exchanges**

(Continued from page 1)

changes, the other half are in the control of individuals who have franchised their product for a term of years. This move has been made possible by the desire of the heads of this organization to be in full control of all branches in view of their desire for expansion in every direction.

**FOX NEWS MT. ETNA
SPECIAL ON BROADWAY**

Fox News added a memorable achievement to newsreel history this week with the release yesterday of amazing motion pictures of the Mount Etna eruption spreading ruin and terror in Sicily. Virtually the entire Fox reel consisted of pictures actually filmed within the ravaged zone by Fox News Italian staff cameramen headed by Arturo Giordani, chief of the Rome bureau, at the peril of their lives.

The volcano pictures were delivered to Broadway theatres in time to be shown at the afternoon performance yesterday. They were shipped to all parts of the country by air-mail, reaching Chicago and mid-western cities by 7 o'clock Tuesday evening. The film was due to reach Pacific Coast cities Wednesday evening.

**Berlin Film Trade
Unions Organized**

BERLIN—Trade unionism has won a victory in the ranks of film workers. Architects', cameramen's, scenarists' and directors' associations formed amongst themselves an organization for the defense of their common interests.

At the advice of the Ministry of Economics, these associations agreed to declare themselves trade unions. Only the picture directors still hesitate to follow the lead of the others.

**First-Run Seating Total
Reaches 25,000 in Detroit**

The first-run theatres in Detroit, with the addition of the new Fisher Theatre, have now reached a total of 25,000 seats. They line up as follows; Fox Theatre, 5,100; the Michigan, 4,100; Capitol, 3,448; Fisher, 3,000; State, 3,000; Madison, 1,976; United Artists, 3,000; Adams, 1,770 and the Little Theatre, 500.

**Lt. Grace, Aviator of
"Lilac Time" Arrives**

Lieutenant Richard Grace, aviation ace, who has probably crashed more planes to thrill motion picture fans than any other flyer, arrived in New York yesterday from Hollywood and is registered at the Fifth Avenue Hotel where he is busily engaged whipping his war experiences into shape for a forthcoming volume which is tentatively titled, "Crashing into Hell."

Gilbert-Garbo Due

The print of the newest Gilbert-Garbo picture, "A Woman of Affairs," is on its way East to the M-G-M offices. Clarence Brown directed this and from preview reports from the coast, the picture is a knockout and due for a long Broadway run.

**M-G-M AND FOX WIN
HOLDOVER VICTORY**

ALBANY — Metro-Goldwyn-Mayer and Fox Film Corporation in their case against J. M. Beck of Liberty, N. Y., before the Albany Film Board of Arbitration, have won the largest award ever rendered here in a case of this type, Fox winning \$2,000 and M-G-M, \$5,000.

The exchanges, represented by Louis Nizer, brought the action against the exhibitor for holding over 10 M-G-M comedies and four Fox features, "Sunrise", "Fazil", "Four Sons" and "Mother Machree", for one day beyond contract date.

The unusual nature of the award followed Nizer's summation of the case when he pointed out that the Albany Film Board of Trade could give its answer to the industry, concerning the position it was going to take with regard to dishonest practices.

He pointed out that if one, who was involved in illegitimate practices, merely had to give back that which he had been caught with, it would place a premium upon dishonesty. Distributors cannot send a policeman along with each print, but Arbitration Boards, sitting as courts of equity, ought to do their share to discourage dishonesty when it is revealed.

THE DAILY REVIEW*Has More***EXHIBITOR READERS***During the course of a week**Than any other***MOTION PICTURE***Trade Publication.**More than***30,000 COPIES***Are Printed and Read*

'U' DIALOGUES 'PORT OF DREAMS'

Laemmle Orders Ruggles to Add Talkie Sequences

By J. HARRISON EDWARDS
West Coast Correspondent

Universal has decided to put a lot of dialogue in their production of the "Port of Dreams" recently completed by Wesley Ruggles. Coast reports are very good on this picture, everyone who attended the preview were quite enthused about it.

Consequently when Carl Laemmle arrived on the coast and took a look at it, he immediately saw the possibilities of dialogue so, he summoned Ruggles and told him to gather his cast of Mary Philbin, Fred McKaye, Otis Harlan, Edmund Breese and Mary Alden and go to work on one of the new sound stages.

Warners Sign Adolphi

J. L. Warner has added John Adolphi to his list of contracted directors at the Warner studio. Adolphi signed on the dotted line this week for a long term which provides for him to make a number of Vitaphone talking pictures on the company's schedule for 1929-30. He is already thoroughly familiar with Vitaphone technique having given megaphone orders on "The Midnight Taxi".

Worth with Talmadge

Barbara Worth is the brunette and Edna Murphy the blonde around whom much of the plot of "The Bachelors' Club" starring Richard Talmadge, revolves. This is the first of a series of four fast-moving action comedy dramas which Oscar A. Price, formerly President of United Artists, has the daring young stunt actor under contract to make. Noel Mason directed "The Bachelors' Club" which will be released shortly.

Barrymore to Wed

HOLLYWOOD — John Barrymore and Dolores Costello yesterday filed notice of intention to marry. The announcement caused great surprise as no one was aware that Barrymore intended to divorce his present wife, Michael Strange.

M. G. M. Shorts Completed

Metro-Goldwyn-Mayer have completed a series of four two-reel all-talking pictures.

Two one-act plays by Kenyon Nicholson, author of "The Barker," have been recorded as two-reel dialogue films. One of these, "Casino Gardens," which has a Harlem background, was directed by Carlo De Angelo.

The other Nicholson play, "Confession," is a story of the A. E. F., and was transferred to the screen under the direction of Lionel Barrymore, with Robert Ames and Carroll Nye in leading roles.

"Phipps," Stanley Houghton's one-act play has been made into a Movietone short feature under the supervision of Lowell Sherman.

Gus Edwards' first M-G-M talking feature is a two-reel Technicolor subject, labeled "Gus Edward's Song Revue."

STUDIO GOSSIP

Ricardo Cortez has been signed to play the lead in "Life," a mystery story that Tiffany-Stahl will make.

Lon Young has shipped his third Chesterfield Production, "South of Panama" to New York.

Conway Tearle has been signed by Tiffany-Stahl to make a talkie for them. So far, no story has been selected.

Garrett Fort has been signed by Paramount and added to their writing staff in Astoria Long Island studio.

Edward Burns has been added to the cast of "Children of the Ritz," which First National is making.

Polese Sedan, musical comedy singer, has joined the cast of First National's "The Comedy of Life."

Ransom Rideout, author of the stage play, "Goin' Home," has been signed by M-G-M to write original stories for them.

Ethlyne Clair will play the feminine lead opposite Monte Blue in Warner Bros. Vitaphone picture, "From Headquarters."

Leila Hyams will have an important role in Buster Keaton's next picture for M-G-M, "Spite Marriage."

Raquel Torres will play the part of Papita in the picturization of "The Bridge of San Luis Rey." Charles Brabin is directing.

Warners Sign 6-Yr Management Pact

(Continued from page 1)

company has achieved its spectacular success," said this Goldman Sachs executive, "and we want to be certain that in our relationship to the public, the Warners are to continue the management of the company."

HAYS SURGICAL FILM PLAN

(Continued from page 1)

When Mr. Hays was in Paris last Spring, he suggested the idea of a world interchange of medical knowledge on the screen. George Eastman has likewise lent his support to the plan and contributed the film facilities.

Mr. Eastman is working out a plan whereby a great central library of such films will be available to medical schools and societies. These films point the way to a greatly enlarged field of usefulness for the motion picture.

Congressman Signed

Juan Sedillo, graduate lawyer and one time congressman of New Mexico has been signed by Fox to make pictures for that company. He will start in silent movies and if his voice proves good, will be given a chance in Movietone productions. It is said that he resembles the late Rudolph Valentino.

"NIGHTSTICK" FIRST U. A. ALL-TALKER STARTED

"Nightstick" is the first United Artists all-talking picture to go before the sound cameras. Synchronized photography and voice recording will be begun this week in the United Artists Studio in Hollywood.

Rehearsals identical with those that precede first nights of stage plays have been held for the past two weeks by director Roland West, and the film actors have memorized their speaking lines.

Meighan Returns

Thomas Meighan, Warner Bros. star, returned to New York last week from French Lick. He will remain in New York until after Christmas when he plans to leave for California to begin work at the Warner Studio.

Carlotta King Here

Carlotta King, who has just completed her work in the leading role of Warner Bros. first Vitaphone operetta, "The Desert Song," has arrived in New York for a vacation. She is accompanied by her husband, Russell.

Chaney's Latest

Lon Chaney, being ready for work before the story of "Bugle Sounds" could be completed, he will first make a picture with Tod Browning directing. This story has been written by the director, and in it Chaney will play the part of a mysterious trader in the tropics, and he will not use any grotesque make-up in it.

F. N. Cutting Down

Within about two months, it is said that First National will have on its list of stock company contract players only five actors and actresses. This of course, excludes Colleen Moore and Corinne Griffith, who are listed as individual producers, releasing through First National.

Jannings' Next

Jannings next picture will be from an original story by Hans Kraly, which will deal with Russia. The idea was furnished by a Russian actor and Lewis Milestone will direct. It is thought that Dita Parlo will play the wife in this picture, provided she is not too young—that, however, is up to Mr. Milestone.

Boles-Winton Signed

John Boles has been signed by Universal to play the lead opposite Laura La Plante in her next picture, "The Haunted Lady." Jane Winton has also been signed for an important part in the same picture.

OPINIONS

By W. R. WILKERSON

DIRECTORS

What has become of the directors of yesterday? Where are they and what are they doing? For instance, Robert Vignola has a beautiful home out in Hollywood and is living the life of Reilly. Bob saved his money . . . Francis Ford is working as an extra . . . Lois Weber is living on her ranch in California . . . Charles Giblyn is doing heavies . . . Eddie Dillon acting here and there in small parts and bits . . . Oscar Apfel doing character bits . . . Sidney Olcott on the high sea's hoping to win a suit in a British court . . . J. P. MacGowan working around the Hollywood studios doing small parts . . . Frank Reicher working as an extra . . . Louis Gasnier directing small pictures here and there . . . Dell Henderson playing small bits for small change . . .

PHOTOGRAPHERS

Germany has some great cameramen. The best in fact. We saw "Homecoming" at the Paramount and the photography in this Paramount-UFA picture was a treat for the eye. It was done by Gunther Riettau, a master with the camera. Both interiors and exteriors; close-ups and long shots were exquisite. On a par with the best the American way we prophecy a brilliant future for Dita Parlo, who has just arrived in this country to work for Paramount. She is pretty and has acting ability. With proper direction and good stories she will prosper. She is too young to be cast for the role of the wife of Jannings though, and we are told it was, with this part in mind, that Paramount brought her over.

LEILA HYAMS

In "Alias Jimmie Valentine", M-G-M gave the feminine lead to Leila Hyams, a beautiful blonde and quite a good actress. She has been buried at Warners for the past two years, was loaned for a couple of Fox pictures, but with neither company was she given the opportunity. At M-G-M they seem to have different ideas, if we are to judge by her first assignment. Miss Hyams seems to have everything necessary to become a successful box office star, as she probably will be with the assistance of M-G-M.

FOX FOLLIES

Word comes from the West Coast that "Winnie" Sheehan has taken off his coat, rolled up his sleeves and jumped into hectic work in the preparation of the "Fox Follies". We understand that this will be a yearly affair from now on with the Fox organization. The picture will be done in sound with original tunes by the pick of all song writers, leading men and women who have good singing voices, good comedians and plenty of beautiful girls. The idea is great as well as being unusual for pictures.

DAILY REVIEW

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 119

New York, Thursday, November 22, 1928

FIVE CENTS

Aftermath

By ARTHUR JAMES

Here is a letter which speaks for itself and speaks eloquently:

Dear Mr. James:

I was particularly impressed at Tuesday night's banquet with the splendid, heartfelt, straight-from-the-shoulder speeches of Dr. Giannini, Gen. Will Hays and Nathan Burkan. The messages that they have given me to take back to England—that America is ready and willing to take good films—no matter where they come from—the message from Will Hays that the door is wide open, and Nathan Burkan's clear statement all prove their readiness towards cooperation and a friendly hand.

This is the kind of message I expected, because I know America wants good films the same as other countries. Britain wants the best, which she is undoubtedly getting from America, both as regards films and men.

To refer to one only—I noticed present at the banquet John C. Graham. Whilst America sends such splendid ambassadors as J. C., who is admired and appreciated by whole British industry—her interests will always be not only protected, but fostered.

May I, through your esteemed journal send on behalf of the Film Trade of England—my thanks and appreciation to the whole American industry for the wonderful tribute of good feeling and comradeship expressed by the speakers, and so delightfully echoed by everyone present?

I am

Yours very sincerely,
Sam Harris.

The echoes from the Anglo American dinner are of one accord in their praise of the reason for the event and the satisfactory carrying out of the excellent program.

Mr. Harris will carry back to England the cordial appreciation of the industry in this country for his splendid international gesture of friendship. He made a fine impression and the trade generally was much pleased with the event.

Many telegrams were received, including one from Adolph Zukor which concluded with the words: "Gesture which must make for incalculable good in the film world and which will be one of the milestones of film history". Cordial greetings were also received from Carl Laemmle, R. H. Cochrane, George Arliss, former Ambassador James W. Gerard, Ralph Blumenfeld, Lord Ashfield, John Maxwell,
(Continued on page 3)

MAJOR ALBERT WARNER SLATED FOR 1st NATIONAL PRESIDENCY

"M.P.T.O.A. Useless" Cole War Cry Swings Texas to Allied Group

Pathe Cutting Down

Former Gross Loss

The Pathe Exchange, Inc., and subsidiaries report for the period from April 21 to July 14 a net income of \$65,338 after depreciation, interest and other charges, and after charging certain estimated excess production costs of pictures in production prior to April 21 to a special reserve fund. This is the first report of earnings under the present management. The previous report for the sixteen weeks ended on April 21 showed a net loss of \$415,389.

11 AMPA EX-PRESIDENTS AT HARVEY LUNCHEON

George W. Harvey, President of the Associated Motion Picture Advertisers, was tendered an exceptional honor by past presidents of the organization, who, for the first time in thirteen years of A.M.P.A. activity were all present at the annual luncheon to the new executive, which was held yesterday at the Motion Picture Club.

The complete attendance of all
(Continued on page 3)

Photophone in New K.A.O. Rochester Dec. 25

Announcement was made yesterday that the new super-theatre being built in Rochester—the Keith-Albee Palace Theatre—will open on Christmas Day, December 25th. Costing nearly \$3,000,000 and being the type of theatre erected in Cleveland, Brooklyn and Boston, under
(Continued on page 3)

Skirboll on W. W. Trip

Joseph Skirboll, general sales manager of World Wide Pictures, left this week for an extended visit to Educational Exchanges, through which the new company will make its physical distribution when it starts to sell the first of its series of imported pictures soon after the first of the year.

DALLAS—Texas has gone Allied States, with but two dissenting votes, after a stirring appeal made by Col. H. A. Cole, president of the Texas exhibitors.

In a masterly fashion, Cole jammed through the resolution for affiliation with Allied States. "I can see no possibilities or benefit to the Texas organization from the present set-up in the M.P.T.O.A.," Cole said.

The Colonel then explained the proposed financing for the Allied organization and the employment of a national leader (Abram F. Myers), big enough to sit at the table with Mr. Hays or anyone else.

Unofficially pledging Texas for \$5,000 toward the revival of Allied, Cole declared he was ready to give his check for \$1,000 toward that fund.

One representative from each affiliated state will constitute the membership of the new National organization.

Publix Takes over Shea's Buffalo Century

BUFFALO—The Century Theatre here has been leased by the Publix Theatre Corp. from the local operating company headed by Michael Shea, making the sixth house in the Publix chain.

It will be operated by the Shea Operating Corporation, handling all Publix Houses in Buffalo.

Morris and Depinet to Head Sales Organization—Warners Moving Stanley Executives to N. Y.

From sources that seem absolutely reliable, the Daily Review is informed that Major Albert Warner, one of the three Warner Brothers, will be elected President of First National at the meeting which will take place after the meeting to ratify the purchase of that organization by the Warners. This meeting will be held around the first week in December.

Morris in Charge

With the practical consolidation of both the Warner and First National organizations, Sam Morris will become general manager of both companies supervising the sales. Ned Depinet, general sales manager of First National will retain that post and work directly under Morris.

Exodus Soon

There will be a general exodus of what will be left of the First National home office on Madison Ave., to quarters in the Warner Building on 44th Street, around the first week in December. The Madison Avenue space will be sublet. Soon after the move of First National, space will be found in the Warner home office for all executives of the Stanley Company, it being the desire of the Warners to have all their properties under one roof.

Exchanges to Join

Wherever, and as soon as possible, the distributing exchanges of both
(Continued on page 3)

Gaumont British Takes Over German Producing Syndicate

By Dr. R. OTTO

(Special Cable to Exhibitors Daily Review)

BERLIN—At last the English have gained ground in Berlin, a deal being in process of completion between the Gaumont British and the German Exhibitors' Producing Syndicate (D.L.S.).

This Syndicate, an association of several hundred exhibitors, who intended to become independent of producers and distributors, has been in want of funds for a long time.

Unable to carry on the producing business, with the exhibitors' sav-

ings, it had to borrow capital and engaged Herr Isidor Felt as a manager.

In the first year, the D.L.S. with Herr Zelnik as a director and with his wife Lya Mara in the star roles, produced some of the best pictures of the season. These successes, however, eased off when Herr Zelnik left the syndicate.

In order to find markets abroad the D.L.S. proposed to form similar exhibitors' producing syndicates in other countries and to develop into
(Continued on page 4)

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Joe Blair, West Coast Representative, 1255 Taramind Avenue, Los Angeles (Phone Hempstead 1514).

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour Street, London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 239 Spadina Ave., Toronto, Canada.

MAIN STREET

by

GORDON TRENT

Al Lichtman, under whose presidency the Motion Picture Club has flourished like a green bay horse, invariably slips the credit to his associates when the subject is mentioned—Lou Blumenthal, who once was a trade paper magnate, now has lots and lots of lots, with houses on 'em—David Sarnoff corrects the rumor that his name is pronounced "Sarnow", it's Sarnoff, just as spelled—when S. R. Kent, Sam Katz and Bob Kane dwelled together there were few with the temerity to talk about the K.K.K., as none of the three K's ever went around in a night shirt with a hood attachment—Lou Metzger has a smile so engaging that it must come clear from the inside—Everytime Wesleyan wins a football game P. A. Parsons busts into song, and how that young man can sing! Russell Holman is a Phi Beta Kappa man which means that he not only went to college but he was smart at it—Martha Wilchinski who publicizes for Roxy is a poet in private life—

PHONOFILMS SUIT ON FED. CALENDAR SAT.

Suit of the De Forest Phonofilms against Fox-Case has not been postponed until next February, as far as is known, since the case, No. 33 on the Calendar is due to be called next Saturday the 24th.

It is likely, however, that, due to pressure of criminal suits on the calendar, the action may be delayed again.

According to Variety, Anthony J. Biddle, wealthy society man and sportsman is said to be financially behind the recent De Forest Phonofilm Schlessinger deal and is also reported intensely interested in the outcome of the De Forest-Fox-Case action in the Federal court.

PROPER THEATRE ADVERTISING?

The President of Universal Pictures Corporation
Gives His Views on Theatre
Exploitation Methods

K & F WITH 22 THEATRES CONTROLS CHEYENNE

CHEYENNE, WYO.—The K and F Theatre Company this past week assumed ownership and operation of all the theatres in Cheyenne, having closed with Carl Ray, owner of the Princess, Atlas and Capitol.

Immediately following the acquisition of these theatres The K & F Theatres Company proceeded to exercise an option which they held for the purchase of the Lincoln Theatre, the only other remaining theatre in the Wyoming capitol. This was purchased a few days later from the Plains Theatre Corporation, of which Harry T. Nolan, well-known exhibitor, and Max Kravetz are the principal officers and stockholders. The Lincoln Theatre is practically new and one of the finest houses in the state of Wyoming.

This is probably the largest deal and most important addition to The K & F chain of houses since this amusement company entered the amusement business. The K & F Theatres chain is now composed of twenty-two theatres, most of which are operating. The theatres are located in Colorado, New Mexico and Wyoming.

Mel Todd, former manager of the Ray Theatres has been retained by the K & F Company to manage their newly acquired Cheyenne theatres.

Hammons Returns

E. W. Hammons, president of Educational Film Exchanges, Inc., returned from the coast Friday morning on the Twentieth Century after a brief visit to the Educational Studios, where he conferred on production plans with E. H. Allen, studio general manager, and Jack White, director-in-chief. He has been away from New York City since October 27th.

Sam Harris at AMPA

Sam Harris, donor of the trophy awarded to Dr. Giannini at the Anglo-American dinner Tuesday evening, will attend today's (Thurs.) meeting of the A.M.P.A. at which Nat Rothstein will discuss exploitation in Europe and the McCarthy Sisters will furnish words and music on the talkies.

Harry McDonald Puts Over Licorish Stunt

Harry McDonald claims credit for the K-A-O showmanship in securing Lionel Licorish, the hero of the Vestris disaster for personal appearances at the Palace, Hippodrome and Broadway Theatres. Mr. McDonald was formerly at the Brooklyn Strand.

You have asked me to say a few words on the subject, "A new form of theatre advertising is needed." I would rather discuss the proposition that better use should be made of all the forms of advertising now available to theatre managers. Why look for new forms of advertising when we have not even begun to exhaust the possibilities of what is available to us today?

Keeps Pace

Motion picture exploitation has kept pace with the marvelous advance of the motion picture industry. Producers today have finely organized staffs of exploitation advertising and publicity experts whose brains are evolving practical, worth while business getting ideas and passing them on to the exhibitor.

The days of the scare-brained stunts designed primarily to make pretty trade paper pictures are over. Today we must reach vast multitudes of people,—get our message over in a way that will draw them to the box office, cover large territories and do it at an expense that the box office can stand.

Competition Keener

Competition is far keener than it ever used to be. Theatres are in close proximity to each other offering to the public programs of practically equal merit. Exploitation must be charged with showmanship, but at the same time be dignified. The loud ballyhoo stunt, considered clever in the other days, will oftentimes drive people away from box offices today.

Competition is so keen that exploitation, publicity and advertising must of necessity be handled on what we might almost call a scientific basis. The problem of the exhibitor has been made much easier through the producers' staffs of exploitation, publicity and advertising men.

Good Advice

I have this to say to exhibitors: Use the posters prepared—but work out new ideas for adapting them to shadow boxes and for cut-out use; cover larger areas—pick better locations.

Use the heralds—but study your distribution more carefully and place them where they can and will sell seats for you.

Use the pressbook cuts—but adapt them to fit your space requirements and cut them up to work into your individual ideas on what newspaper ads should be.

Use the radio,—ballyhoo—tie ups—but vary your campaigns so that you reach different people and appeal to different minds week after week. Keep on the alert to attract new patronage to your shows each week. Vary your campaigns as you do your film programs.

We do not need new forms of theatre advertising. We need a more studied application of the many splendid ideas that are prepared for use on all good pictures!

Warner Bros. Sign Three Prominent Scenarists

That Warner Bros. are already giving serious thought to the formulation of their plans for 1929-30 is shown by the announcement from J. L. Warner, head of the studio, that he has added three well known writers to the scenario department which is soon to start on next year's program. They are Harvey Thew, L. G. Rigby and J. Grubb Alexander.

H. M. Warner, president of Warner Bros., has been at the studio for the past month in conference with his brother and some additional announcements are expected soon in regard to future Vitaphone talking pictures to be made when their present schedule is completed.

AFTERMATH

(Continued from page 1)

A.C. & R.C. Bromhead, George Pearson, Michael Balcon, Samuel Eckman, James B. Bryson, E. Gordon Craig, and many others. We again express our good wishes to Mr. Sam Harris and renew our congratulations to him.

Extra Loew Dividend

Loew's Inc., declared an extra dividend of \$1.00 and a regular quarterly dividend of 50c on common, both available December 31 to stockholders of record December 13.

CALL

WAFILMS, Inc.

Walter A. Futter, Pres.

for

Library Stock Scenes

New York Hollywood
130 W. 46 St., c/o Leon Schlesinger
Bryant 8181 1123 No. Bronson Ave.



TRAVELERS select the Great Northern for its wonderful location in Chicago's "loop". They return because the large comfortable rooms, homelike environment, attentive service, excellent food and moderate charges make it an ideal hotel.

400 Newly Furnished Rooms, \$2.50 a day and up. Sample Rooms \$4.00, \$5.00, \$6.00, \$7.00 and \$8.00.

Walter Craighead, Manager
DEARBORN STREET FROM JACKSON TO QUINCY
New Garage One-Half Block

Movie Glossary

Frank J. Wilstach has put together some of the trade terms heard in the motion picture industry. Here are a few of them.

A Bust: When a picture does not draw.

A Chaney: A freak make-up.

A Frame: Each individual photograph in a strip of film.

A Lot of Hay-Wire: Flimsy; unsubstantial.

A Natural: Success without ballyhoo.

A Seat Filler: A motion picture salesman's expression for a good picture.

A Shooting Gallery House: A theatre playing westerns, action pictures and inexpensive product.

A Trailer: A few hundred feet of film announcing a forthcoming picture.

America's Sweetheart: Mary Pickford.

Amplifier: The electrical apparatus similar to that in modern radio sets, which magnifies the human voice during the recording or reproducing process.

Art: Means Photographs of the star, her home, her dog, or other item.

B. O. A.: Box office attraction. Any popular and profitable picture.

Baby Spot: A small type of spotlight.

Bank: Lights grouped.

Black Lighting: Banking of lights to produce an aura.

Block Booking: The renting of pictures in quantity.

Bloops: A voice with echoing quality.

Bombom: A light that is shaped something like the old baby spots.

Brains: A phrase used sometimes derisively for the scenarist.

Break Its Neck: The hanging of white silk sheets in front of lights in order to diffuse the lights.

Breakaway: Furniture or scenery that comes apart for comedy uses.

Broad: Large light throwing broadside beam.

Broads: Side arcs.

Burning One: To throw extra strong lights on one in photographing.

Camera: Direction of cameraman to start turning his camera.

Casaba: A one stand light, that looks like an egg bisected laterally.

Central: Central casting bureau.

Charley: A fellow with a mustache.

Cheat the Chair: Means that the property man is to shove the chair backwards and forwards, slightly.

Clinch: Final love scene in a picture.

Coffee Grinder: The camera.

Close-up: When the face of a person fills the entire eye of the camera.

Coming Through: Warning given by workmen who are carrying any heavy article through a crowd.

Comma Hound: Editor of titles.

Continuity: The action in a series of scenes for the guidance of the director.

Cook the Opera: Preparing story for moving picture production.

Cook's Tours: Visitors in a studio.

11 AMPA Ex-Presidents

At Harvey Luncheon

(Continued from page 1)

these well-known personalities in the motion picture business is exceptional because of their present prominence and important executive positions. All have been active publicity and advertising exploitation men, and are proud of it.

Arthur James, the first President, who served two terms—1916-1918—is now the Editor publisher of motion picture trade papers—Motion Pictures Today, a weekly, and Daily Review. P. A. Parsons, President during 1918-1919, is now in his 16th year as a promotion executive with Pathe, which, incidentally, is probably a record in the film business. Paul Gulick, 1919-'20, is Publicity Director of Universal for a long term of years. Paul W. Lazarus, 1920-'21, is a sales executive with United Artists. C. L. Yearsley, 1921-'22, long with First National is now right-hand man to J. D. Williams of World Wide Pictures. John C. Flinn, 1922-'23 is Vice President of Pathe. Victor M. Shapiro, 1923-'24, is Director of Advertising and Publicity for United Artists. A. M. Botsford, 1924-'25, is Advertising Director of Publix Theatres. Glendon Allvine, 1925-'26, is Director of Advertising and Publicity for Fox Films. Walter F. Eberhardt, 1926-'27 is associated with the Advertising and Publicity staff at First National Pictures. George B. Gallup, Jr., is Advertising Manager of United Artists and George Harvey is Director of Advertising and Publicity for Pathe Exchange, Inc.

The achievements of these men are outstanding proof of the fine type of individuals who have made and are making the Associated Motion Picture Advertisers one of the most important organizations in the film industry.

Maj. Albert Warner Slated For 1st Natl. Presidency

(Continued from page 1)

companies will be joined and operated out of the same offices, but with different sales forces. The physical distribution, booking, shipping, poster departments, examining force, accounting, etc., will all be handled by one crew, thereby saving a ton of money in rents and salaries. What offices the joint distribution will occupy will depend on the space now held by one or the other, the price and the location.

Changes in Production

The weeding-out process on the West Coast has become evident. Directors, players, writers, unit business managers, etc., have been given the gate at the Burbank plant by Jack Warner, general manager in charge of production of both organizations. It is the intention of Warner to whittle production costs of the F.N. picture down to the size of the Warner productions. The high salaried director, player or business executive is on the move out of Burbank.

McCurdy Par. Mgr.

With twenty-two years of theatrical experience behind him, despite the fact he is only thirty-six years of age, John L. McCurdy assumes the post of managing director of the new Brooklyn-Paramount theatre, Paramount Square, Flatbush and DeKalb Avenues, when it opens on November 24th.

Associated Theatre Owners of America Pick Metzger

KENWORTHY HEADS NEW OHIO ALLIED GROUP

SEATTLE — The Allied Amusements of North Idaho was formed at a meeting of theatre owners of Northern Idaho last week at the Davenport Hotel in Spokane.

M. Kenworthy was elected president; F. F. Moe Kellogg, V.P. and Eddie Rivers, Secretary-Treasurer. The organization was formed to affiliate with the Western States Theatre Owners or the South Idaho group.

Bristolphone in Mich.

DETROIT—Two orders for Sonora-Bristolphone machines have been received by the Favorite Film Company for installation in Muskegon and in Springett's Family Theatre in Jackson.

Cutting "Bway Melody"

"Broadway Melody," the Metro-Goldwyn-Mayer talkie and single has been completed and is in the process of being cut and edited. Bessie Love has the leading feminine role in this picture and M-G-M seems to think it has a big winner in this production.

CHICAGO — The new Board of Directors of the Associated Theatre Owners of America was held last week and Charles R. Metzger, General manager and counsel, was given full powers to act for the association in all matters.

Helen Brown continues as assistant manager and secretary; Metzger holds a similar position to his present one, with the Associated Theatre Owners of Indiana.

June Marlowe to Star In 2 European Films

June Marlow has been selected by Universal to play the leading role in the two European productions which Joseph Levigard is to produce abroad. She is soon to sail for Europe accompanied by Joe Pasternack, who is to be Kohner's assistant on production in Europe.

The two specials which Levigard is to direct are "Fallen Angels" by Arthur Somers Roche and "The House of Glass," by Max Marcini.

Hays Presents Film

A special reel entitled "Rising Women" has been compiled by the Hays organization, composed of newsreel pictures of modern activities of womankind. This was presented to the N. Y. State Federation of Women's Clubs, by Will H. Hays.

s-s-S-Sh-Sh !

IT'S A SECRET — —
AND WE'RE LETTING
YOU IN ON IT!

DON'T MISS THE BIG NIGHT

Motion Picture Salesmen, Inc.

8th ANNUAL

DINNER DANCE
ENTERTAINMENT AND
SOUVENIRS

HOTEL COMMODORE

THIS SATURDAY NIGHT

NOVEMBER 24, 1928

SOL TITLE, Chairman

Room 805

729—7th Avenue, N. Y. C.

Telephone Bryant 0421

Horatio Alger Hero Rises From Hash-Slinger to Production Mgr. in 3 Years

Joe Pasternak Given First
Chance by Dwan Now
"U" Executive

EN ROUTE TO EUROPE

A real Horatio Alger story of the rise of a little immigrant boy, from a studio waiter to a production manager in a short period of three years is found in the announcement from Universal that Joe Pasternak, general assistant at Universal City was leaving to join Paul Kohner in Berlin where he will act as assistant production manager of all foreign production under Kohner.

Determination

Pasternak made up his mind he was going to get in the picture business in some capacity a few days after he arrived in this country from Budapest. He hung around the Long Island studios of Paramount for days and days, trying to break in some how. Finally on the morning of a big press luncheon given at the studio, the restaurant manager up against it for waiters approached Joe and asked if he wanted a days work. From then on this boy used all the cunning of a genius to get him out of the restaurant on the studio floor. This was accomplished through Alan Dwan who made him his second assistant. He worked with Dwan later as his first assistant, with Eddie Sutherland and Mal St. Claire. Later when the studio closed he went to the Coast, got a job at Universal as assistant to Wesley Ruggles and from then on the steps were easy to his present advancement.

Speaks Six Languages

Aside from making a careful study of production, both the technical and business end Pasternak made it his business to go out of his way to please anyone from the office boy to general manager. A wise move. He speaks six languages.

P-F-L PRODUCT TO PLAY PUBLIX METROPOLITAN

LOS ANGELES — Publix Theatre Corporation, after deciding to operate the Metropolitan Theatre independently of any other organization on the Pacific Coast, has arranged for new bookings for that theatre which involve showings of the remainder of the 1928 Paramount-Famous-Lasky product and selected pictures from other studios.

Gaumont British Takes over German Prod. Syndicate

(Continued from page 1)

a Foreign Producing Syndicate.

This idea found favor among English exhibitors and it seemed to take shape in the formation of an independent British exhibitors' producing organization.

If now, a British producing and renting concern buys the D.L.S. it seems as if the whole idea of such an independent exhibitors' syndicate is dead and buried.

STUDIO GOSSIP

Lon Ostrow has left M-G-M to join Columbia as supervisor of production.

Carol Lombard is to be made a star by Pathe. She has been a contract player for six months.

Ken Maynard's next picture for First National will be "The California Mail." Al Rogell will direct.

Conrad Nagel will have the lead in Cecil DeMille's forthcoming talkie, "Dynamite."

Tom Gibson has been signed to write dialogue for Pathe. His first assignment will be "Noisy Neighbors."

Lionel Atwill has started on his third short talkie for Fox. This will be called "The Knife".

Fred Wilde will direct Harold Lloyd's next picture.

Harry Pollard is on his way East to arrange for orchestration and songs for "Show Boat." He will also scout for actors for "The Minstrel Man," his next for Universal.

Joe E. Brown will make personal appearance for United Artists in connection with the picture, "Hit of the Show."

Sammy Cohen will make a tour of the Publix circuit when his contract with Fox is up. He will start in Chicago January 19th.

Howard Hughes is adding dialogue to the colored effects of "Hell's Angels."

King Vidor has completed "Hallelujah" in the east and is on his way back to the coast. This is the M-G-M all-colored picture.

Robert Emmett Keane and Claire Whitney, musical comedy and variety stars have been signed by Warner Bros. to make a Vitaphone comedy, "Gossip."

George Fawcett has been signed by Paramount for the part of Col. Faversham in "Four Feathers."

Miss Juliet will make her Vitaphone debut in an act of impersonations called "Forget Me Not."

Charley Chase, between pictures, is starring in a Publix review on the west coast.

Estelle Bradley has an important part in the new Educational comedy, "Bumping Along."

Trixie Friganza will present her act, "My Bag O' Trix," for Vitaphone shortly.

Chester Conklin will furnish the comedy in Jack Holt's newest western for Paramount, "Sunset Pass."

Dorothy Parker leaves Thursday night for the coast where she will write dialogue for M-G-M talking pictures.

"Sound" Values

An argument heard at the Motion Picture Club.

Mike: "These producers are crazy spending so much money in making sound pictures. There are not sufficient theatres with sound equipment to pay the negative cost even if they played in every house."

Ike: "You're nuts. You don't know what you are talking about. Bill Fox got his negative cost back on "The Street Angel" after playing his own first run houses in New York, Brooklyn, Detroit and Philadelphia. Where do you get off with that talk."

SCHERTZINGER HERE FOR ASTORIA JOB

Victor Schertzinger, Paramount director, arrived in New York yesterday to start preparation of the next Richard Dix picture "Nothing But The Truth" to be made at the Long Island studio under the supervision of J. G. Bachman.

"Bulldog Drummond" was supposed to have been the next vehicle, but Paramount found Sam Goldwyn with an option on this play and as soon as Paramount took an interest in its values for a talking picture, Goldwyn exercised his option.

'CHARLATAN' BWAY HIT STARTS AT 'U' MONDAY

"The Charlatan," to be a special Universal production, from the stage success by Leonard Praskins, adapted for the screen by Robert N. Lee, will go into work at Universal City next Monday under the direction of George Melford.

Conrad Veidt is understood to be the star of the picture. Universal announces the following other players for the production, John George as the dwarf, Rockville Fellows, Lilyan Tashman, Anita Carvin and Bud Marshall.

The picture will be synchronized with sound effects and musical setting.

FBO Closing Studio

LOS ANGELES—All pictures on the 1928-29 schedule of FBO have been completed with the exception of one, on the finish of that one, the studio will close until it can be completely equipped with sound, which will require about 60 days.

PHOTOPHONE IN NEW K-A-O

(Continued from page 1)

the personal supervision of President E. F. Albee, it is a most desirable Christmas gift and one any community can well be proud of. It will be one of the first of the new houses to have installed the Radio Corporation's newest Photophone equipment.

OPINIONS

By W. R. WILKERSON

M-G-M WAITING

All eyes and ears in the M-G-M organization are tuned in on the cutting rooms of the Metro-Goldwyn-Mayer Culver City studio. For it is there that this organizations first all-talkie "The Broadway Melody" is being put through the process of "make-ready". Every department is waiting the outcome. They want to know if they have an idea what this talking business is all about. If it is good and meets the advance made by other companies in their production of talking pictures, everything will be O.K. If on the other hand this production proves that M-G-M still has a lot to learn in the production of this type of entertainment—well, they will have to start all over again. Nick Schenck could not wait for the results, he hopped the Century the other day to be on hand when the patient was brought in.

SPEAKING OF WAITING—

And while on the subject of this watchful waiting, Paramount was in a similar position a few weeks ago when they were standing in the outer office waiting for their production of "Interference" to be wheeled in. And Oh! boy, what a tonic they received for their strained nerves. It seemed too good to be true.

To us; one of the most remarkable achievements made in talking pictures at this stage of the game is the almost technical perfection of this first Paramount all-talkie. When you figure that this organization accomplished more with the recording of the spoken word in their maiden effort than other organizations have in their months it makes you realize the great quality of the producing resources of Paramount. Certainly the major credit should go to Roy Pomeroy, but this gentleman is in the employ of Paramount, accordingly the organization can step out and take plenty of bows on "Interference" and say to other producers "there it is boys, go out and make one as good".

"THE LETTER"

And to prove that this first one was not an accident they will soon release their second all-talkie "The Letter". We talked to several people who have had a look at it and from their remarks we judge this one is even better than their first. Of particular note on "The Letter" is the fact that straight Western Electric recording was used and not the Pomeroy two negative two print process. This will interest quite a few in view of the fact we heard remarks after the initial showing of "Interference" conveying the thought that, on account of its tremendous expense in both production and projection the Pomeroy idea was not practical and that Paramount spent a barrel of money and tremendous effort to create an impression and that their future product would dive to a level far below that being attained in their initial production. If "The Letter" is of the quality we have reason to believe, it will answer the skeptics.

DAILY REVIEW

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

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FIVE CENTS

A Slant International

By ARTHUR JAMES

The Anglo American Cup awarded for this year to Dr. Giannini and so worthily to be held by him for the 12 month period, should be held in the highest regard despite the petty animosities of rival publishers or other persons who by their printed expressions seem to be short of vision. We earnestly recommend that the A.M.P.A. call for an English committee to determine next year's winner and that this committee be chosen by the responsibilities of the industry in Great Britain.

The committee, if we may make bold to suggest, should consist of some five or seven gentlemen who beginning immediately shall look for the acts and service that shall warrant its award a year hence. This opens the field for all and sundry to devise plans and express ideas and promote projects that shall really develop a spirit of international amity, cooperation and conduct.

It is a great honor to be awarded this cup. It should stimulate our best brains and encourage our kindest and most sincere sympathies and its attainment should be a proper goal.

Mr. Sam Harris in the first instance put the matter up to the A.M.P.A. and the Anglo American dinner and its happy results have justified that confidence. But if we are to be fully international let the next award be made on the other side of the water and let our English leaders decide.

Who has, in their opinion, done the most to promote the good spirit between the two great English speaking peoples? From what know we now—Martin Quigley, Bill Johnston or Jack Alicoate might win it—if they pursued a policy that would earn it. As for themselves, we would be glad to announce the selection of either of these gentlemen in the merits of the situation. And we say at this point that American trade journalism is a bit more sporting than the British. Fredman of the Renter sought to knock and discredit Mr. Sam Harris. His stuff has been about as silly as anything we have seen and especially are we reminded of the fact that the A.M.P.A. gave this person a dinner enabling him to get advertising for his paper—which he jolly well did—and yet he cheaply pans a fine idea so well carried through with dignity and importance.

FOX ANNOUNCES MOVIE TONE NEWS EVERY DAY IN THE YEAR

Kent Denies Zukor-Schenck Fake

"I regard as absolutely silly the published inference drawn from the fact Adolph Zukor and Nicholas Schenck are travelling together from New York to Hollywood. This is not the first time the two men have travelled together with their families. They made the trip in the same manner last November when I was a member of the party and, in previous years, Marcus Loew travelled to the Coast aboard Paramount special convention trains.

"I deny all of the published rumors referring to negotiation looking towards combinations or closer understandings which arose through the fact Mr. Zukor and Mr. Nicholas Schenck travelled together to the Coast."

M-G-M FILES JUDGMENT TO COMPEL ARBITRATION

Exhibitors who refuse to submit to film arbitration can be forced to do so, as was shown this week when the Metro-Goldwyn-Mayer New York exchange had a case against the Louis Theatre Corporation brought before the Film Board of arbitration to compel the theatre owner

(Continued on page 4)

RCA Television Set

Radio Corporation of America have a television set installed in their Fifth Avenue studio. It is being used for experimentation at present.

Ufa Passes Dividend

BERLIN—German Ufa Film Co., reorganized last year, has omitted the common dividend. It is reducing the amount owed former creditors to 11,480,000 marks.

\$3,000,000 for Kennedy

Having obtained the 84% percent of common stock of the Keith-Albee-Orpheum, more than enough to ratify the deal of selling this company to RCA, it is gossiped around Broadway that Joseph P. Kennedy who went into K-A-O six months ago with practically no investment, but as representative for the banking group that acquired the interests of E. F. Albee, is now walking out with \$3,000,000.

Not so bad for a young and enterprising fellow, trying to get along.

"Marriage Contract" for U. A. and Eastman

Tiffany-Stahl has just concluded arrangements for the showing of their production "Marriage Contract" in the George Eastman Theatre in Rochester and the United Artists Theatre in Los Angeles.

Fox Theatres Show Two Million Profit

Profit of Fox Theatres Corp. for year ended October 31, 1928, excluding Roxy Theatres Corp. and Fox Case Corp., was \$2,144,898 after depreciation but before taxes. In previous year company reported net profit of \$823,658 after charges and adjustment for federal income tax reserve.

First National Cleared of Block-Book Charge by Trade Commission

The Federal Trade Commission has decided in favor of First National Pictures, Inc., in dismissing an application for complaint charging First National Pictures, Inc., with violating the law in employing the practice of block booking, according to an announcement today by Irving D. Rossheim, President of First National Pictures, Inc.

On March 5, 1928, First National was notified by Otis B. Johnson, Secretary of the Federal Trade Commission, that:

"The Federal Trade Commission has reason to believe you are violating the law in employing the practice known as block booking in the

(Continued on page 2)

Fifty Travelling Trucks Scattered Throughout World—75 to Come

Theatre Attendance to Be Stimulated

A Fox Movietone News release every day in the year was announced late yesterday by James R. Granger, general sales manager, after a final approval had been given by William Fox.

The increase in releases is progressive. Beginning December 1 three Fox Movietone News issues will be put out weekly. February 2, 1929, there will be four each week. April 6th, there will be 5; June 1, six.

(Continued on page 2)

FISHERS DROP RCA FOR NEW FILM CO.

(By Special Correspondent)

DETROIT — With the selling of their entire holdings in RCA this week, it has been intimated here that the Fisher Brothers, manufacturers of automobile bodies and in control of hundreds of other enterprises, will enter the picture business on a very large scale.

It is said their original buy in RCA was with a hope of being able

(Continued on page 2)

Madan Sails Today With Simplex Contract

LONDON—B. J. Madan, co-managing director with his brother, of the Madan Theatre Circuit, India, is sailing today for home, having completed his business deals in Great Britain and America.

In the U. S., Madan bought the outputs of Fox, Universal, Warner, Paramount, United Artists and FBO for India and acquired exclusive rights for the Simplex projector for that country.

Madan further contracted for the installation of Movietone and Vitaphone apparatus in Bombay theatres.

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

ARTHUR JAMES, Editor
W. R. WILKERSON, Publisher

Abraham Bernstein, Managing Editor; Herman J. Schleier, Business Manager.

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J. Harrison Edwards, West Coast Representative, Biltmore Hotel, Los Angeles.

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour Street, London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

MAIN STREET

by

GORDON TRENT

The ping pong set at the Motion Picture Club resents the asparagus cast on their pet pastime by the wise-crackers—I agree they are not getting a fair break and insist that ping pong is a real game, but not for strong women—Lee Ochs has a son big enough to lick him but he is too good a lad to prove it — Georgie Jessel will undoubtedly surprise 'em when his talkie is released to the public and this is a tip —Quinn Martin, New York's handsomest motion picture critic is (as Winchell says it) that way over Paramount's "Interference" — Joe Fine is handling the advertising for the Fox Athletic Club's annual party and he'll handle all that's accompanied by the proper accompaniment—Hank Linet, formerly of this paper and Motion Pictures Today, has gone regional—Benjamin DeCasseres, the luminous critic of pictures, has written another book "Anathema" and the sale already is large—The foreword was written by Eugene O'Neill who Hairy Aped before He Desired Under the Elms or Strange Interlude—and by the way, some scrivener calls the latter "The Strange Interlewd" — Joe Brandt who, before Prohibition, was affectionately known as Brandy, wears dress clothes with a grace that suggests he was born with 'em on—Another tip — Watch for bigger and better mergers, deals and combinations before New Years.

Myers Goes Into Huddle With "3 Wise Men" Before Contract

Good Bye, Hali!

The startling innovation of removing the menace of halitosis confronting patrons of 40 West Coast Theatres has been achieved by a general order to all house ushers to gargle with a mild deodorant.

Good-bye Hali!

TIFFANY TRADE LUNCH FOR JESSEL 'LUCKY BOY'

Tiffany-Stahl fed the "hungery" yesterday. The occasion being the shooting of some of the interior sequences in sound at the RCA studio's for the George Jessel picture, "Lucky Boy".

It used to be known as "The Ghetto" and the silent production was finished last April in Hollywood, but T.F. decided to sound a few of the sequences with Jessel singing some songs. If the picture is as good as the lunch, they will have a big hit.

Fishers Drop RCA

For New Film Co.

(Continued on page 2)

to get control, but finding this was next to impossible, sold their stock and have been talking to several important picture executives of one of the independent producing and distributing organizations with a view of throwing their entire financial backing into the company.

Fox Announces Movietone News Every Day in the Year

(Continued from page 1)

and beginning September 1, 1929, there will be seven each week and this schedule will continue thereafter.

Fifty trucks, recording sound and picture subjects are now at work and by April 1, there will be 75 at work all over the world.

The King George of England subject will be among the first three reels to be issued on the week of December 1. Next, King Alfonso of Spain, Lloyd George, Richard Strauss and 120 other subjects already produced and recorded are in hand and ready.

As an attendance stimulation this event is of the utmost importance as within one year from date, 4,500 sound installations are promised by Western Electric alone.

Of the 779 theatres now equipped for sound Fox Movietone News is serving 600.

This latest announcement is another evidence of Fox courage, Fox showmanship and Fox progress.

Holmes in Town

O. J. Holmes of the Holmes producer, is in New York stopping at the Victoria. He anticipates remaining here at least a week.

FOX XMAS SPECIAL ON THE WAY EAST

The Fox Special Christmas production, a three-reel talkie song and soundie is on the way East. Handel's exquisite music and the Christmas carols are used.

Marcel Silver directed with David Rollins and Nancy Drexel in the leads. With this for the holiday week, will be shown "Prep and Pep" a picture of youth.

British Quota Not

Slap at Americans

The highlights of yesterday's AMPA meeting were talks by Nat Rothstein, who recounted his recent experiences and observations in Europe, and Sam Harris, of "Today's Cinema", London, who sought to remove the erroneous impression that the British quota was against American films.

Harris stated that the Quota was chiefly for the purpose of furnishing greater financial assistance to home production and exhibition.

First National Cleared of Block Book Charge

(Continued from page 1)

film industry. You may have informal hearing before the Board of Review on the questions of fact involved, within thirty days, if desired. Such hearing in nature of opportunity to show cause why complaint should not issue against you alleging violation of law." The following notice was received from the Commission yesterday:

"With reference to an application for complaint lodged with this Commission with respect to certain practices alleged to have been followed by your firm, I am now writing to inform you that the Commission, having conducted a preliminary inquiry in the matter, has dismissed the application, being of the opinion that the facts developed did not call for the exercise of the remedial powers granted by law to this Commission. By direction of the Commission."

Dix in Town

Richard Dix arrived in town yesterday for his forthcoming all-talker to be made by Paramount on Long Island. As has been reported before it will be "Nothing But The Truth".

Warners Call Class "A"

Warner Brothers Pictures, Inc., has issued a notice to owners of class A stock that Dec. 1 is the last day on which they may convert their class A stock into common stock of the corporation and that all class A stock not converted has been called for redemption on that date at \$21.50 a share. A special meeting of shareholders will be held on Dec. 4.

"The Park Central Houses the Picture Industry"



When one of your contract players or stars visit New York

A LUNCHEON AT THE PARK CENTRAL

in one of our many private dining rooms is the very thing for a press interview

We would suggest that you visit us and inspect some of these individual dining salons, and talk over your desires with our banquet department.

THE PARK CENTRAL

FIFTY-FIFTH STREET AT 7th AVENUE
NEW YORK CITY

*and
now*

OSWALD

THE LUCKY RABBIT

in **SOUND!**

with the

UNIVERSAL JAZZ BAND

Oswald, the Lucky Rabbit, is going to be more comical than ever before. Because, now he'll be in sound. And what sound—squeaking, roaring, squealing, wheezing, and sounds that there are no names for. Assisting Oswald will be the syncopating Universal Jazz Band.

Oswald's nutty—the music will be nutty—the sound effects nuttier still. But funny? Just give a listen.

For unwired houses, Oswald will continue to caper in silent form.

15 sound cartoon sensations

Winkler Productions

Released by

UNIVERSAL



FOX ROW GOES JOURNALISTIC

25 Ex-Newspapermen on Prod. Staff—Sheehan and Publicity Dept. to Appear In "Scarehead"

By J. HARRISON EDWARDS
West Coast Correspondent

It's a time-honored saying in journalistic circles that once a newspaper man gets the printer's ink in his blood, he never gets it entirely out.

Fox is making a newspaper story under the title of "Scarehead," directed by Fred Newmeyer, written by J. Clarkson Miller and supervised by Luther Reed—all seasoned newspapermen. They thought they represented quite a goodly proportion of journalistic talent on the Fox lot. But their activities have brought graduates from Park Row and other printing press hotbeds swarming from all sorts of nooks and corners.

Winfield Sheehan, vice president and general manager of Fox Films; Malcolm Stuart Boylan, editorial supervisor and head title writer; Chandler Sprague, scenario editor; Freddie Schader, Archie Buchanan, Ed. Walton, Douglas Z. Doty, Raymond Cannon, Jimmy Gruen, F. D. Langton, Seton Miller, James K. McGuinness, H. Keith Weeks, D. G. Tomlinson, Eugene Walter, Paul Gerard Smith, Arthur Caesar, Marion Spitzer, Virginia Carneal, F. H. Brennan, Edmund Joseph, Marcel Silver, Benny Markson, Harry Brand, Charles Condon and the entire publicity staff, will be seen in the picture.

The average director feels he is kept hopping by having one supervisor to stand at his elbow. Just figure how fast Newmeyer and his assistants are bound to keep moving, with such an array of experts willing-nay, eager-to give suggestions.

PATHE SINKS \$450,000 IN 3 PRODUCTIONS

PARIS—Charles Pathe, who has become active again in film production has offered financial assistance to Wengeroff, German film impresario, for the production of three Franco-German pictures, in which on the French side, the Etablissements Aubert will collaborate.

The sum of nine million francs, on account, has been deposited in the Banque du Nord, for this purpose.

Three million francs will be spent on one production "Caligostro" in which the Societe des Films Albatros is interested.

Norma Shearer Gets Coveted "Dugan" Role

Metro-Goldwyn-Mayer has selected Norma Shearer to play the principal role in "The Trial of Mary Dugan" which has gone into preparation.

Bayard Veiller has completed the screen version and Robert Z. Leonard will direct the dialogue in conjunction with Frederick Lonsdale. Raymond Hackett will play the male lead.

STUDIO GOSSIP

Jacqueline Logan, Warner Oland and Gaston Glass signed for Columbia's "The Faker."

First National announces that they have signed Lincoln Stedman and Louis Natheaux for important roles in Colleen Moore's next picture, "That's a Bad Girl."

Norma Shearer has started work in "The Trial of Mary Dugan." Bayard Veiller, who wrote it, is also directing.

Edward Farle is playing the heavy in Buster Keaton's picture, "Spite Marriage."

James Hall has been loaned by Paramount to Sam Goldwyn to play the male lead in Banky's picture, which will be made on the coast after all.

Production on "The Hole in the Wall" has started at the Paramount Astoria studios.

Bert Glennon has started work on "Stepping High" for FBO.

Betty Bronson may be given the lead in Universal's production of "Broadway."

M-G-M is shooting short stuff only up at the 126th Street and Second Avenue studios.

Warner Baxter has signed a five year contract with Fox.

Victor Schertzinger will direct Richard Dix at Paramount's Astoria studios in his next, probably "The Wheel of Life."

Raoul Walsh will arrive in New York, on vacation, some time next week.

Olga Baclanova is seriously ill with influenza in Hollywood.

O. P. Heggie leaves for the coast today to play in Paramount's "A Genius is Born."

Junior Coughlan will begin "Square Shoulders," his first dialogue Photophone production within a few days at the studios in Culver City. Louis Wolheim will play Junior's father and Anita Louise has been signed as the child feminine lead. E. Mason Hopper will direct.

Mitchell Leisen, for years art director for Cecil B. DeMille will be chief assistant to Mr. DeMille during the making of "Dynamite" by Jeanie Macpherson.

John Kraft, title writer at Pathe is editing "The Leatherneck," William Boyd's latest starring vehicle.

Ginger Conley will support Big Boy in "Follow Teacher," Educational's latest Big Boy starring vehicle.

Sylvia Fields, stage star, will play the lead in Willard Mack's production of "Haunted" for M-G-M.

A Rothstein Picture?

There is a rumor around Broadway that several people are considering the making of a picture with the story patterned after the life of Arnold Rothstein, noted New York gambler, recently murdered.

We hope it is just a rumor for pictures can get along quite well without making capital of a series of events in the life of this man.

W. R. W.

Erickson Fox Director

A. F. Erickson, better known as "Buddy", assistant director to F. W. Murnau, and who was for seven years assistant director to John Griffith Wray, has at last been given a directorship. Luther Reed is to supervise the production.

Goldwyn Company Leaves

The Sam Goldwyn company, at present in New York shooting exteriors for the new Vilma Banky picture, have decided to return to the coast, and duplicate the shots they wanted to make of New York, in the Hollywood studios.

This decision was determined after two days work on the streets surrounded by such crowds that shooting effective scenes proved impossible. James Hall has supplanted Roy Montgomery as the lead.

Seize Murray Assets

LOS ANGELES — Mae Murray's autos, money and furniture have been seized by the sheriff, who served a writ of attachment at the behest of a Los Angeles bank, which alleged that the star failed to meet a foreclosure action.

The seizure was made despite the fact that Miss Murray was victor in two law suits recently against a Hollywood architect, over a property dispute.

Charles Klein Directs Fox "White Fury"

Director Charles Klein has started production of "White Fury," his second picture for Fox Films.

The story by Frederick H. Brennan and Becky Gardiner was adapted to the screen by Harry Behn, and deals with the reversion to primitive passions of a group of civilized persons stranded in the frozen northland.

M-G-M Files Judgement To Compel Arbitration

(Continued from page 1)

to submit his claim to arbitration. The formal method was chosen of applying to the N. Y. Supreme Court for a judgment of \$944 for pictures unplayed, in order to enter the judgment so that execution could be issued against the property of the exhibitor, who is no longer operating his theatre.

If the exhibitor does not appear before the arbitration board, the judgment will be issued against him for collection.

OPINIONS

By W. R. WILKERSON

WHEN?

There is hardly a question in any person's mind but what our producing forces will soon decide on one definite form of recording for sound pictures. Will it be disc or will it be put on the film? Each side has its champions at present with no thought of giving in to the other. But until experimental progress and actual practice determines which is the best, sound pictures will continue to be up in the air a bit. Exhibitors think they are the goat in the argument, being forced at present to install a dual system in order to play the variety of pictures they have been in the habit of using. The decision to adopt one or the other system will probably be some time coming, but the sooner it does, the better it will be for everyone.

IMPOSSIBLE

The Sammy Goldwyn-Vilma Banky unit have found it almost impossible to set up a tripod on the streets of New York to shoot exterior scenes for their production of "Childs, Fifth Avenue." As soon as a camera is uncovered a million people swarm around it and in their effort to see what is going on retard actual work to such an extent that for what should only take a few minutes to accomplish, hours are consumed. This interference makes it very expensive and at best the scenes are not very effective, for after a director, cameraman and player fights the crowd away for a half hour, it is with difficulty the proper composure is retained to make the scene properly. We understand the unit is returning to Hollywood and will make the shots in the studio.

Other companies will, no doubt, profit by Sam Goldwyn's loss. Street scenes in New York are impossible. They cost more to make than is required to build a duplicate of the scenes on a studio lot. And too, And too, the weather in New York is always doubtful.

SAM MORRIS

Everything seems to point to the elevation of Sam Morris, at present general manager of Warners distribution, to the important post of g.m. of both Warner's and First National. This is a big job, probably the most important in our industry and from our point of view Sam is the boy that can handle it. Morris has sort of been hidden in this whole Warner spurt by the name of Warner, but his part in the miraculous rise of this company has been of tremendous importance and this elevation is the recognition of this great service.

DAILY REVIEW

Reg. U. S. Pat. Off.—Continuing Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 121

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FIVE CENTS

Orchestras Other Things

By ARTHUR JAMES

Mike Ciofine was advised by this newspaper of the startling announcement by Fox of coming movie-tone news release every day. "Well", he said after a brief silence, "I suppose Mr. Hearst will now be going in for a morning and evening edition".

...

In one of America's finest motion picture theatres we noted the orchestra clad in colored coats as they fiddled and trumpeted through a classic symphony. Everybody but the leader looked like an organ grinder's monkey and there was a sorry contrast between the majesty of the music and the trick clothes of the players. For jazz orchestras all the funny costumes that the barmies in and out of the booby hatches can devise, invent and contrive are all right, but for great orchestras playing music of impressive dignity and power the smart evening clothes with the spotless shirt fronts and the black bow ties can't be improved upon.

Can you figure Abraham Lincoln delivering his Gettysburg address attired in a clown rig?

...

Frank J. Wilstach in his movie glossary defines a "Broad" as a "large light throwing broadside beam". All right, Frank, now go on with the story.

...

"Lucky Boy", the talkie and sound special produced by Tiffany-Stahl with George Jessel, has so definite an appeal for the public that it is being classed now with the Jolson pictures which have proved such a tremendous success. The original story, on a Ghetto theme, has been entirely redone and a great deal of money has been expended in building it up to a big attraction. The Jessel songs are reported to have been reproduced with remarkable clarity and the picture is apparently now in the same position that "The Covered Wagon" was after it was enlarged and made into a success attraction.

OHIO FANATICS LAUNCH BILL FOR TALKIE CONTROL JAN. 7

Shuberts Cleaning up \$10,000 Per Week on "Singing Fool"

MANNY GOLDSTEIN NEW SARNOFF CONTACT MAN

Word was around town yesterday that E. H. Goldstein, former general manager of Universal, will join RCA as the motion picture contact man for David Sarnoff, Vice President and general manager of RCA and chairman of the board of RCA-K-A-O-FBO.

PICQUET N. C. GROUP TO STAY M.P.T.O.A.

PINEHURST, N. C.—There seems to be no doubt but that the Theatre Owners Association of North Carolina will continue with the National Organization, when the Annual Convention begins in Charlotte, N. C., December 10th and 11th, according to President Charles W. Picquet.

The feeling among the exhibitors in the association is that the M.P.T.O.A. is now well qualified to handle the national end of it. R. F. Woodhull, the National President, A. Julian Brylawski of Washington, M. A. Lightman of Arkansas and C. C. Pettijohn are expected to attend the convention.

Among the principal topics to be discussed in Charlotte will be the Sound situation as it affects the exhibitor on Main Street. Legislative matters will be a very serious question this year, as well as other subjects affecting the North Carolina Association.

The Reverend Murdock McLeod, who made such a favorable impression at the M.P.T.O.A. banquet in Toronto, will act as toast-master at the Annual Banquet of the North Carolina Association.

NATIONAL SCREEN FOR BIG BOARD

National Screen Service has disposed of a part of its holdings to the brokerage firm of Samuel Ungerleider & Co., who it is understood will later on bring the stock out on the board.

"Noah's Ark" to Play Win- ter Garden and 4 Big Shubert Houses

Warner Brothers "Noah's Ark" which will follow "The Singing Fool" at the Winter Garden, will also be shown in the near future at four of the largest houses in the Shubert chain, situated in Philadelphia, Chicago, Pittsburgh and Boston, which are now being wired for Vitaphone.

All of Shubert's 98 theatres in 24 cities will eventually be wired for sound films, the company finding it a very profitable proposition. "The Singing Fool" at the Shubert Winter Garden in N. Y., has netted them a weekly profit of \$10,000.

The Jolson picture has been grossing as high as \$50,000 a week and its average for nine weeks has been \$42,000. The Shuberts' share of this is 40%. The receipts from the film have been larger than Jolson's previous personal appearance in this theatre, due to the fact that the theatre is giving 17 performances in all

(Continued on page 4)

ROSABELLE LAEMMLE ENGAGED TO WED

Miss Rosabelle Laemmle, only daughter of Carl Laemmle, president of the Universal Pictures Corporation, is engaged to be married to Stanley Bergerman, an executive of the May Company, big department store corporation of Chicago, Los Angeles and other points, it was announced yesterday by the Universal chief.

"The Viking" at Embassy

"The Viking," an all-Technicolor feature based on the exploits of Lief the Lucky, will have its world premiere next Wednesday (Nov. 28) at the Embassy Theatre.

Described as an innovation in picture-making and a film that will do much to demonstrate the future possibilities of color photography, "The Viking" was produced for Metro-Goldwyn-Mayer by Dr. Herbert Kalmus.

State Education Head to Introduce Measure for Special Censor

THREATENS 2 FILMS

COLUMBUS, O.—Exhibitors in the Ohio territory are expected to begin a strong campaign shortly against the destructive plans made public at the Ohio Council of Churches convention this week.

J. L. Clifton, state director of education, who addressed delegates of the Church organization, and who seeks to wield the censor power in his state, advised that legislation to control the "talkies" will be placed before the next legislature.

Clifton cited two films which he intended to bar from showings in Ohio hereafter. They are the "Birth of a Nation" and "Jesse James", a Paramount production.

The pictures will be barred "in the interest of what is best for the people of Ohio," according to Clifton, who further told his audience

(Continued on page 4)

B & K EARNINGS FOR 9 MOS. \$1,593,375

CHICAGO—The Balaban & Katz Corporation is floating a new \$5,000,000 5½% Serial Gold Notes, of an authorized \$7,500,000 issue.

The proceeds of the issue will be applied to retire certain outstanding indebtedness of the corporation, leaving it with no mortgages upon its real estate and no funded debt, other than this issue.

The net assets of the corporation are listed at \$16,679,432, and has reported net earnings for the first nine months of 1928, of \$1,593,375.

Publix Takes over 3 Rochester Houses

Publix Theatres have taken over the Eastman, Piccadilly and Regent Theatres in Rochester, N. Y. formerly operated by a company headed by George Eastman.

The present arrangement is the operation of the houses by Publix on a partnership basis, but they have an option to buy after the first of next year.

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J. Harrison Edwards, West Coast Representative, Biltmore Hotel, Los Angeles.
London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour Street, London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

MAIN STREET

by

GORDON TRENT

"Herbert Hoover" said Jay Dee only yesterday, "is interested in the Solid South America—Buckley of United Artists is meticulous and correct in dress and when a formal dinner is on you'll know it by observing his attire. This note is written not in lightness but in admiration—When a knocker wants to plant one in the middle of your back he speaks of you as "smart but unreliable" or says the trouble about you is "you won't stay put", ask the Unholy Three if this is right or wrong—When Jimmy Grainger read about Canon Chase as a "moral boa constrictor" (oh, yes, in this newspaper!) he got well of his heavy cold and went Foxing again—Jerry Beatty receives reports of his quit-tance of First National as "undesirable rumors".—George Harvey is living proof that you can make an advertising writer out of a publicity man and the Pathe copy shows it—I wonder if Jack Allicoate is really proud of Fredman (knocker of Hays, panner of J. D. Williams, and sneerer at all real American good will expressions) as his London correspondent and ally in his international news arrangement? Jack is so good a sportsman that it seems pitiful he should be trotting with a rotter—I extend my most elaborate sympathy, with tuberoses and hyacinths—Nat Rothstein gains laurel as the roughneck raconteur after his stag-gish speech before the A.M.P.A. and any man who didn't enjoy it probably carries lace handkerchiefs—Boothby of First National looks to me like a natural picture bet, gracious, modest but very definite about business. I expect much of a man of his abilities and capacity—Harry Thomas is as bad as William Fox about having new pictures taken but the essentials of business will iron out that modesty—Dinner time at the Motion Picture Club sees Ray Johnston present among the rapidly increasing patronage—Odd, but our good men do like their good food good—Hyatt Daab holds to the dictum that the flag of success follows advertising—If they would let him loose he'd make any company famous—

"Barker" Opening Changed to Dec. 5

Because of the elaborate preparations which are under way for the gala opening of First National's first dialogue picture, "The Barker," the opening date has been changed from December 3rd to December 5th. Milton Sills is starred in the title role and Dorothy Mackaill, Betty Compson and Douglas Fairbanks, Jr., are featured. George Fitzmaurice directed the production.

Karch New Motion Picture Club Mgr.

By resolution of the Board of Directors at its last meeting, an invitation to undertake the duties of club manager as well as steward was extended to A. J. Karch.

Mr. Karch's experience has been so broad, his contacts in club life so numerous and his acquaintances so extensive that the club should congratulate itself that Mr. Karch is willing to undertake the additional duties of manager.

Gasnier-Knopf Signed

For its all talking production of William Robison's "A Genius is Born," Paramount has signed Louis Gasnier and Edward Knopf to direct. O. P. Heggie will have the lead. Gasnier is an old time director who has not done much in the past few years. Howard Knopf is the brother of the publisher and is altogether new to the picture business.

Roxy to Play "End of St. Petersburg" Dec. 8

"The End of St. Petersburg," acclaimed as the greatest picture Russia has produced has been booked by the Roxy Theatre for the week of December 8.

The deal with the Roxy was effected by the Big Three Exchange which is handling "The End of St. Petersburg" for Arthur Hammerstein.

Pudovkin, director of "The End of St. Petersburg," has just finished cutting his newest picture, "The Descendant of Ghenghis Khan," which will be released simultaneously in 60 theatres in Russia. Amkino Corporation, representing "Sovkino" of Moscow in the United States, announces that the picture will soon arrive in America.

Classified Advertisement

Advertisements in this section, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

FOR SALE

TWO PAPER STENCIL CUTTING Machines Foot and Power . . . Sacrifice \$35.00 each. National . . . 226 West 56th Street, City.

BUSINESS OPPORTUNITIES

WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

'NAPOLEON'S BARBER' ON ROXY ALL-TALKIE BILL

At the Roxy Theatre starting today there is an all-sound and talking picture program. John Ford's 3-reel production of "Napoleon's Barber", which costs \$150,000 will be shown as well as a two-reel all-talkie comedy "The Bath Between", starring Clark & McCullough.

The latest edition of Movietone News will also be on the bill as well as a specially-devised stage program based on the "Napoleon" film.

2 Biophones Ordered By Lyric and Mason

Two prominent theatres in North Carolina have ordered installation of the Biophone apparatus. These houses are the Lyric Theatre, Rocky Mount and the Mason Theatre, Goldsboro.

The Biophone plant in Fort Lee is working at top speed to supply immediate delivery of the Biophone synchronization machines.

M. P. Salesmen at Commodore Tonight

The 8th Annual Dinner Dance and Entertainment of the Motion Picture Salesmen, Inc., will be held tonight at the Hotel Commodore.

The organization is composed of a large number of salesmen in the New York and New Jersey territory. Sol Title is chairman of the affair and is handling the tickets.

BKLYN-PARAMOUNT LAUNCHED TODAY

The newest link in the Paramount Publix chain of theatres, the Brooklyn-Paramount Theatre, at Paramount Square, Flatbush and DeKalb Avenues will throw its doors open to the public today at noon.

The opening picture is "Manhattan Cocktail" starring Richard Arlen and Nancy Carroll. The stage show is John Murray Anderson's production, "Stars." Henry Murtagh is the organist and John L. McCurdy managing director. Paul Ash is master of ceremonies.

INT'L. BEAUTY TOUR WINNERS LAND IN U. S.

The President Harding is bringing to the United States today a party of nine beauties, contest winners representing the different countries and cities in Europe, who are going on a tour of this country under the auspices of the International Beauty Tours, Incorporated.

The group includes Miss France, Mlle. Marguerite du Freche; Miss Paris, Mlle. Ginette Gaubert; Miss Luxembourg, Mlle. Anna Friedrich; Miss Russia, Mlle. Nathalie Barr; Miss England, Miss Engelo Joyce; Miss London, Miss Joy Ashley; Miss Berlin, Fraulein Marie T. Reiter; Miss Austria, Fraulein Elsie Korin and Miss Spain, Senorita Jacqueline Cobra. James A. Carrier and Guilford Read, managers are accompanying them.



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JNO. C. GOSSLER
Mgr. Dir.

PICTURE REVIEWS

"Outcast"

First National
Directed by..... William A. Seiter
Starring..... Corinne Griffith,
Edmund Lowe, Kathryn Carver
and Louise Fazenda.

CORINNE GRIFFITH IN BEST PICTURE SHE HAS MADE SINCE HER RETURN TO SCREEN. STRAIGHT DRAMA FOR THE GROWN UPS. SHOULD BE BIG HELP TO BOX OFFICE.

Miss Griffith, as Miriam, is a Lady of the Evening, befriended by a man whose sweetie has jilted him for an old man and his millions. He takes her to the wedding and makes a scene in Church insulting not only the lady but the outcast. He apologizes to Miriam and they become mutual help and inspiration to each other. Miriam falling deeply in love with Jeffrey, (E. Lowe). The ex-sweetie turns up again, full of evil intent but Miriam saves the day, situation and man by a clever ruse that shows up the society gal's cheapness and her own fineness.

This is decidedly Miss Griffith's picture with Edmund Lowe doing very well as the lover, but highest honors should go to the director. Seiter has used intelligence and subtle humor in fashioning a good picture out of a story full of pitfalls for a poor director. One sequence in particular is a fine example of excellent tongue-in-cheek humor. The synchronization and photography are both very good but tho the titles are few and far apart they are a very weak spot in the production.

"The Air-Legion"

FBO
Story by..... James Creelman
Directed by..... Bert Glennon
Featuring..... Ben Lyon,
Antonio Moreno and Martha
Sleeper.

AIR-MAIL SERVICE PROPAGANDA. WILL GET BY THROUGH PRESENT CRAZE FOR AIR PICTURES. CHEAP PRODUCTION. CHILDREN MIGHT LIKE IT BUT THERE'S NOT MUCH KICK IN THIS ONE.

Tony Moreno is chief pilot at an air mail station and Martha Sleeper is the postmistress whom he is in love with. He helps place in the service the son of his dead army pal. This boy has been a stunt flyer and on his first flight for the service shows himself to be a coward. The boy falls in love with the postmistress and she with him and with this as inspiration, he conquers his cowardice for the glory of country, service and postmistress.

The direction is sloppy and the entire production lacks punch and class. Looks as if it had been thrown together in order to reap in the shekels while the public was still hot for airplane stuff, but they forgot how to photograph that part of the picture to make it look real.

"Gang War"

FBO
Directed by..... Bert Glennon
Featuring..... Olive Borden,
Jack Pickford, Eddie Gribbon,
Walter Long

Story by..... James Ashmore Creelman
NOT A MOMENTOUS PICTURE OF GANGSTER WARFARE BUT CAN BE CLASSED AS FAIR ENTERTAINMENT, HELPED OUT SOMEWHAT BY AN INTERESTING ALL-DIALOGUE PROLOGUE, WHICH SEEMED TO HAVE NO BEARING ON THE MAIN THEME ITSELF.

The prologue, shot after the picture itself was completed, launches the character of the story, by introducing newspaper men, sent to ferret out the facts on the framing of a girl of the underworld. The story proper then begins and retails the account of how a nifty saxophone player falls in love with a gangster's girl and how he is taken prisoner and mistreated by the gangster's enemies, and still manages to keep his mouth shut, according to underworld ethics. The fearless gangster learning that the girl he married loves the sax player, makes the supreme sacrifice and frees the youth from the clutches of the rival gang. All ends well for the boy and girl.

Sound effects in this production, of machine-gun fire and fire-cracker celebrations are hardly realistic. Continuity, titles and photography rate as a trifle better than ordinary.

"Homecoming"

UFA—Paramount
Director..... Joe May
Story by..... Fred Majo
Featuring..... Dita Parlo,
Lars Hansen, Gustav Froelich.

A GERMAN MADE UFA PRODUCTION EXTREMELY SATISFYING. UNUSUAL PHOTOGRAPHY BY GUNTHER RICHTAU. THIS PICTURE WILL HAVE NO TROUBLE PLEASING ANY AUDIENCE. DITA PARLO EASY TO LOOK AT AND CAPABLE ACTRESS.

The story of "Homecoming" details the lives of two German soldiers and the wife of one. The soldiers are held as prisoners by Russia during the late war. Both escape, the husband is caught, the other returns to Germany and to the home of his pal. Is attracted by the wife. A flirtation is carried on. War over, the husband did not return. The flirtation develops. Later the husband returns only to be told by his wife that she is in love with his pal. Husband goes to sea and leaves wife and comrade together.

The picture is capably directed and acted. Dita Parlo seems destined to become a big star.

"Eva & the Grasshopper"

UFA
Directed by..... Dr. G. Asagaroff
Featuring..... Camilla Horn,
Warwick Ward, Gustav Froelich
Insects Created by..... Starevitch
Titles..... Joseph R. Fliesler

A SIMPLE STORY OF CONTRASTS IN TWO WOMEN, ONE WITHOUT A CARE, AND THE OTHER SERIOUS; THEIR NATURES PARALLELED BY THE ANT AND GRASSHOPPER OF THE INSECT WORLD. MINIATURE SEQUENCES UNUSUAL.

Story opens with the establishment of the character of the ant and the grasshopper in the insect world. The grasshopper dances lightheartedly all day without a care of the future, while the ant works from morn till night, for his winter comfort. Then the modern story begins showing two girls, one just like the grasshopper, the other like the ant. The flighty miss wrecks the other girl's life by eloping with her sweetheart; then deserting him for another, and finally coming to ruin and death. The good girl does all she can to put the man she was to marry on his feet again, as his eyes are finally opened to what he had lost.

The most notable thing in this production is the creation and maneuvering around of the animated insect models, which are almost life-like and at all times convincing. These insect sequences are marvelously photographed and manipulated.

"Alias Jimmy Valentine"

Metro-Goldwyn-Mayer
Directed by..... Jack Conway
Story by..... A. P. Younger, Sara Mason
Featuring..... William Haines,
Leila Hyams, Karl Dane, Lionel
Barrymore, Tully Marshall.

A GREAT PICTURE UNTIL IT STARTS TO SPEAK AND THEN THE INTEREST DIVES A BIT. WELL WORTH PLAYING ANY HOUSE AND WILL GET PLENTY OF MONEY. EXCEPTIONAL CAST.

Metro-Goldwyn-Mayer have gone the limit on this one and will, no doubt, cash in on it. The picture as a whole is good but would have been much better had the talking sequence (running about 30 minutes towards the end of the picture) been left out, and this in view of the fact that the talk is good and done by fine actors with perfect recording voices. But the last part of the picture does not measure up with the first part in general interest.

The titles of Joe Farnham are excellent. Jack Conway has a good job out of the direction and the cast is the best that money could buy. Leila Hyams looks good. Haines, Barrymore, Karl Dane and Tully Marshall are perfectly cast and give exceptional performances.

"Interference"

Paramount
Directed by..... Roy Pomeroy
Story by..... Roland Pertwee,
Harold Dearden.
Featuring..... William Powell,
Evelyn Brent, Clive Brook,
Doris Kenyon.

TECHNICALLY THE MOST PERFECT ALL-TALKING PICTURE YET MADE, ACTED BY AN EXCELLENT CAST. THE DIRECTION AND PHOTOGRAPHY VERY GOOD, BUT THE STORY A BIT WEAK. A CERTAIN BOX OFFICE SMASH.

Every way you take it, this is the best all-talking picture yet made. The recording, the acting, the directing and photography is far above the standard set to date in talking pictures. The story is its one weakness, being an adaptation of the play by the same name, and concerns with the appearance of a husband thought dead, and the blackmailing plot of his former mistress in order to get revenge on his wife for having taken her lover away from her. The wife had remarried a doctor of great influence. Of course everything turns out O.K. but the real meat of the play was left out of the picture for some reason or other. The acting of Powell, Brent and Brook was the best. Doris Kenyon being in fast company with these three had to take a back seat.

This should be a great money maker in any theatre.

"Mata Hari, The Red Dancer"

National—Big Three Prod.
Directed by..... Frederick Feher
Featuring..... Magda
Sonja, Fritz Kortner, Wolfgang
Zilzer.

FOREIGN PRODUCTION OF A NOTED FEMALE SPY WHO PAID THE PENALTY FOR SACRIFICING HER COUNTRY FOR HER LOVER'S SAFETY. STAR MISCAST IN HER PART.

The working out of this drama is poorly done, the chief characters doing things that intelligent leaders would hardly do in real life. The star will not win the sympathy of an audience as she is too old and buxom to carry any sex-appeal.

Her love-affair with an innocent Russian farmer-student is laughable. He lives alone, in a magnificent farm-house and is so simple he never once questions her appearance of regal and costly appearance and manner, nor does he ever question why he is thrown into prison, or why she is imprisoned.

Her easy way out of the task she has been set, of getting the fortification plans of Lemburg, is laughable. The Austrian Archduke, a former lover, hates to hand over the fortification plans, so on her suggestion, he gives her false papers, without any qualms on either side. The ending is tragic, the spy facing a firing squad.

Christie Surprise in "Carnation Kid"

Doug MacLean Latest,
Written from Silent
And Sound Angles

It is said that Al Christie and Douglas MacLean will spring something of a surprise on the industry when they demonstrate with "The Carnation Kid" how much typical moving picture movement and action can be put into a dialogue picture.

It is for this reason that it is believed "The Carnation Kid" when released in its silent version, will present an advance in picture making because it should be a better silent picture than most any of the silent version of the talkers to date.

The reason this has been accomplished is that the Al Cohn scenario from which "The Carnation Kid" was written with moving picture action in mind. From the start of the scenario of this story it was written for a dialogue picture which would not confine the dialogue to still scenes, but extend it so that the picture could have lots of action all the way through.

MacLean's pictures, too, have nearly always had lots of action and rapid movement and this is said to be the most speedy of all of the pictures in which he has starred.

"ERIK THE GREAT" 1ST INT'L. TALKIE

Dr. Paul Fejos is now finishing the first talking motion picture with sequences in French, German and English, according to information received yesterday.

Before starting on "Broadway", Dr. Fejos had completed the shooting of "Erik the Great", featuring Conrad Veidt and Mary Philbin. The film has since been reshot and can now be called the first international talking film.

Veidt refused to make a talking version in English unless he could make one in German and Dr. Fejos compromised by making it in both English and German and also adding French.

The prints with the German and French sequences will be sent abroad immediately.

Shuberts Cleaning up \$10,000 Per Week

(Continued from page 1)

each week whereas 8 has been the rule with Shubert legitimate productions.

While no details between the Shuberts and Warner arrangements have been made public yet, at least five Shubert houses will be showing Warner sound films this winter, the estimated net box-office receipts from these theatres running well over \$1,500,000 for this fiscal year.

Shuberts' predominating position in the theatrical field gives the company an unusual advantage in exploiting sound films. Showmen around the Shubert offices hold the view that the Warners need the Shubert facilities, as its own chain of theatres is not nationally extensive enough and not altogether adapted for proper presentation of first-run sound showings.

STUDIO GOSSIP

Edward Robinson, stage actor, will have a role in Paramount's "Hole in the Wall" as his first picture part.

Russell Gleason will have a leading part in Pathe's first talkie, "The Missing Man."

LoRayne Duval, two months ago just an extra girl, will play the lead opposite Reginal Denny in "His Lucky Day."

A print of Rex Ingram's "Three Passion" is on its way to New York.

Mike Donlin, baseball player and Robert Perry, boxer, will have parts in Pathe's "Noisy Neighbors."

Lillian Gish is in New York waiting for the arrival of Max Reinhardt to make her first picture for United Artists.

Jacqueline Logan has sufficiently recovered from the flu to resume work in Columbia's picture, "The Faker."

Cecil DeMille is offering prizes totalling \$2,000 for an idea for a talking picture.

Nat Shilkret, who wrote the theme song for "Lilac Time," is doing the same for "Synthetic Sin," First National.

Constance Talmadge has begun work on her new picture, "Venus", being made in Europe.

Nellie Bly Baker and Louis Liggett have been added to the cast of Milton Sills' forthcoming First National picture, "The Comedy of Life."

Beatrice Bayard. (Mrs. Willard Mack,) has been added to the cast of "Hunted."

Nick Grinde is on his way to New York to make some movietone subjects for M-G-M.

"If Men Played Cards as Women Do," is the latest all-talkie short novelty filmed by Paramount: It is based on a sketch that was in the Music Box Revue several years ago, by George Kaufman.

Emily Fitzroy has been selected by M-G-M to play the part of the Marquesa in "The Bridge of San Luis Rey."

Bill Haines mixed it up with Jack Roper at the Hollywood Legion stadium for an important sequence in the film "The Duke Steps Out," a story of a prizefighter.

FOX STUDIOS CREATE NEW TECHNICAL DEPT.

By SPECIAL CORRESPONDENT
HOLLYWOOD — Things are happening so fast in this business, even producers are having a hard time keeping up with them. In this connection we hear that the West Coast studio's of William Fox, have established a special technical department, supervised by a staff of engineers, chemists, camera experts, and technicians from various fields, who will carry on experimentations, testing the usefulness of any invention of process that might have anything to do with the making of motion pictures.

This department is wide open to anyone thinking he might have a thought, device or invention that would in any way benefit pictures. At the present time they are working on the George K. Spoor third dimension idea.

Fox Buys Play

Fox has just purchased the play, "From Hell Came a Lady." This was produced in Hollywood and one of the authors is Jaime Del Rio, ex-husband of Dolores. Madge Bellamy will have the lead in the picture and Charles Kenyon will write the screen play.

F-P-L Buys Sequel

Famous-Players-Lasky have bought the screen rights to "The Greene Murder Case." This is a sequel to the famous "Canary Murder Case" and will be made into a talkie.

Merna Kennedy 5-Yr. Contract with "U"

Merna Kennedy has been signed by Universal on a five year contract. Her first assignment will be the part of the girl in "Broadway." It was the promise of this "plum" that made Miss Kennedy decide to listen seriously to Universal's offer. At the time it came she was making tests for Cecil DeMille's "Dynamite."

Suderman Dead

Herman Suderman, famous European author died in Berlin, Thursday, after an illness that had resulted in paralysis. He gave to the screen such famous stories as "Sunrise," "Magda," and "Flesh and the Devil." He was the foremost literary figure in Germany.

Ohio Fanatics Launch Bill For Talkies Control Jan. 7

(Continued from page 1)

that "he was momentarily expecting a court order demanding that he censor the controversial movie and that he would censor it with a prejudiced mind and would likely not permit it to pass;" (referring to the "Birth of a Nation").

"Jesse James" will be barred, if Clifton has his way, on the grounds that it shows train robberies, hold-ups and other so-called objectionable features.

OPINIONS

By W. R. WILKERSON

GEORGE JESSEL

A great little fellow. Very sincere, hard working and possessed with quite a few ideas regarding George Jessel and his possessions. Yesterday we talked to him about many things and the one question that is a sore spot is "The Jazz Singer". Sore because it was his baby. He played with it, founded it, was responsible for its existence. He told us how he carried the script under his arm day after day trying to sell some picture producer the idea it was great picture material. Some thought it O.K. and others not. To the O.K. gang the price George put on it was not the price they wanted to pay.

SAW POSSIBILITIES

After seeing a couple of Vitaphones, George conceived the idea that this production with songs via Vitaphone would be a wow. He went to the Warners, all of them he had known for years, with his thoughts. At first they were not impressed but gradually, he worked them into his idea. They bought the rights to the play, gave him \$2,000 cash and were to pay the rest in easy stages. George was happy for he figured that in selling his play he created a big opportunity for himself in that he would do the lead in the picture. But for some reason or other, probably salary, George and Warners could not get together and Jolson was given the part. The rest is history and were the first pages written in the creation of a new form of screen entertainment.

BROKEN HEARTED

Jessel was broken hearted. He wanted to do that part, not so much for the part itself but with the conviction that the finished product would revolutionize the screen in that it would bring on the exact condition existing today. George felt that it was his salesmanship that made this whole thing possible, for in the beginning Warners did not want to tackle it in feature length pictures. George said, "It was a tough break for me, but tomorrow is another day".

SUBMARINE

We hear that the Loew Circuit of Theatres in New York offered Columbia \$30,000 in bookings on their picture "Submarine". And understand, these particular theatres are only in Greater New York and New York State. Of course Columbia could not accept it, even if it was, almost as much as the negative cost, as it had already been sold on their program of 30 pictures. However it is an excellent tribute to the quality of this picture.

DAILY REVIEW

EXHIBITORS

Reg. U. S. Pat. Off.—Formerly Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 122

New York, Monday, November 26, 1928

FIVE CENTS

The Medicine Show Begins

By ARTHUR JAMES

The moral boa constrictor, Canon William Sheafe Chase, begins his annual medicine show in Washington at the Mayflower Hotel, today. With a solemnity that is as impudent as it is preposterous, this religious meddler seeks to set up his own plans for the conduct of the picture business. He would harness the greatest avenue of human expression with his own narrow and bitter bigotry, he would run its finances, its business set up and its taxes and would taint and restrict its reflection of life by guiding the mirror to a twisted reproduction of his own pet ideas.

All this he would do in the name of morality when he himself is a breaker of faith and of promise. We say this with a full responsibility and we base it on personal experience. In our presence he agreed to withhold the introduction of the New York censorship measure until further constructive conferences could be held and then promptly went out and sent the measure to Albany. We believe in his own warped and twisted view that he thought he was dealing with the devil and that under the circumstances his course was not only justified but clever.

Canon Chase is a type. Ella Boole is another. Comstock belonged to the same group. We believe that the pathologists would classify them as proper subjects for treatment. Comstock was as twisted as the maddest inmate of Mattewan but he flourished because all he did was done in the splendid name of morality.

Those who make pictures are as decent and as moral as those moral fixers and meddlers who butt in where normal persons hesitate to tread. The witch burners of Salem were sincere but crazy. The bigots of history all have been madmen. Do as I will, as I judge, as I decide or you are wicked—that is the dictum.

Chase isn't personally worth this space but that pestiferous and meddling, cocksure certainty of Divine Inspiration in both morals and finance are important because they represent an ever recurrent menace to all freedom and liberty, to all sane development, to all normal growth.

FISHER BROS-MEEHAN SEEK WARNER-PATHE CONTROL

William Fox—All Alone

With all talk of mergers, past and present, the one name that is never mentioned in this connection is William Fox and his various amusement holdings. Fox has and always will, play a lone hand. He is the boss of the Fox organization and everyone knows that. The Fox backers, and they are numerous, would not have the organization any other way. He has made all of them millions in the picture business. He can get these and other millions by a phone call.

When ever it seems necessary for some other organization to impress their bankers the word that "Fox is doing so and so...." always gets instant action. And the word is around the "street" that "this fellow Fox is going too far with his theatre buying. He is stepping on too many toes". But who is going to head him off?
W.R.W.

Pathe Sound Newsreel and Warner Theatres Goal of Bankers

The heavy movement upward in Pathe stock is attributed to the drive by Fisher Brothers, of General Motors fame and tremendous Wall Street speculators, and M. J. Meehan of the brokerage house bearing his name.

It is also known in the 'Street' that they are likewise buying large quantities of Warner stock on the open market. It is a well-known fact that Fisher Brothers, who withdrew their large holdings in RCA recently, are determined to get a piece of the picture business. General Electric, it is understood, approves of the Fisher move and is cooperating with them to effect an entrance into the game in a big way.

Mergers in the Air

Banking houses in Wall Street, already heavily 'in' on the film business, are not going to stop until they effect absolute control to produce.
(Continued on page 2)

ROTHSTEIN RESIGNS UNIV. ADV. POST

Universal Pictures Corporation announced Saturday that Nat Rothstein, Advertising Director, has resigned from the company and would leave next week for California where he has a Beverly Hills home.

Rothstein, who recently returned from a two month's trip abroad, came to Universal 13 years ago as Advertising Manager, from a Chicago office.
(Continued on page 2)

KERMAN DEVELOPING NEW TALKIE DEVICE

The Kerman Film Company of New York, of which Moe and Al Kerman are the heads, is coming out with a new sound recording device via the film method, which will not only be able to record studio production but newsreel events as well. No trade name has yet been chosen.

The projection apparatus which will be out of the laboratory within another week, will be sold to theatres at about 70% less in cost than the cheapest device now on the market, according to the Kermans, and they claim for it 100% better tonal quality.
(Continued on page 2)

Monroe Isen Here

Monroe Isen, in charge of Universal Pictures in South America, is in New York, stopping at the Park Central. Mr. Isen is here on his regular semi annual visit to confer with home office executives.

James In Washington

Arthur James, Editor of Exhibitors Daily Review and Motion Pictures Today is now in Washington to keep an eye on the first meetings called by Canon Chase and the coming attack on the motion picture industry, as outlined in the Hudson Bill.

These publications, ever watchful of destructive moves by enemies of the industry, will be right on the job this year, as always, to defeat the flood of deadly legislation headed the way of motion pictures.

Pathe Sells Pantages

Lex Wier, western division manager for Pathe, has just closed a contract with Alexander Pantages for the Pathe sound News for all his theatres.

PUBLIX STAGE UNITS AGAIN FOR NORTHWEST

SAN FRANCISCO—The separation of the operation of Publix houses by West Coast Theatres, which was done at the behest of the Federal authorities, in lieu of their withdrawing monopoly suits against West Coast, Publix, Loew and other distributors, actually takes place December 1st.

In cities such as Seattle and Portland, where the Publix theatres go back to exclusive Publix operation, it means that they will not play any more Fox product and the West Coast Theatres will play no more Paramount. It leaves Publix with one house each in Portland and Seattle, in which to play the entire Paramount product, if they so choose. Several small downtown theatres will also play Paramount.
(Continued on page 2)

SAM SAX PARTY FOR 'THROUGH THE BREAKERS'

Sam Sax, President of Gotham Productions is playing host to a party of film celebrities, who will occupy a box at Fox's Academy, tonight, for the opening of "Through the Breakers" a Gotham production, adapted from Owen Davis' stage play. Harold Shumate, Associate Producers will talk about the film.

Brennon to New York

Herbert Brennon, director, left Hollywood Saturday for New York. While here he will finish script preparation for the forthcoming production of "Lummox" to be made by Sam Goldwyn for United Artists release.

DAILY REVIEW

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MAIN STREET

by

GORDON TRENT

Wireless, grapevine and post card advices show the honeymoon trip of Mr. and Mrs. J. D. Trop has reached Baltimore via Atlantic City, bride and bridegroom are doing well—They do say that Glendon Allvine is that way about Marie Dressler and has been so these twenty years—Joe Skirboll finds sound demand in the middle west but there are exhibitors who are still tone deaf—C. C. Pettijohn is Canon Chasing in Washington this diem—Victor Shapiro is dialectician of such attainment that he speaks Arabic, Armenian and Goldwyn with equal fluency—Lew Cody is New Yorking all by his lonesome but he expects Mabel Normand eftsoons—George Ratkin says until yesterday he had always thought mufti meant a man with a beard—Wilma Banky now facing the camera in New York attributes her peach complexion to regular exercise, fresh air and gulyas, the national sport of Hungary—Frank Ferrone's first shortie will be a romance with Long Island sound effects. Donovan Hancock is contriving novelties for the A.M.P.A.'s Hollywood bal masque that are good enough for a million dollar production and I don't mean perhaps—Charlie Giegerich is cinephoning to beat the band—Alfred Weiss is doing almost all of his talking over the Biophone and signing contracts between times.

Fisher Bros.—Meehan Seek Warner-Pathe Control

(Continued from page 1)

test their investments and the real mergers starting with RCA acquisition of Keith-Albee-Orpheum and FBO are yet to begin.

RCA, for example, have their eye on several organizations. They would like to pull Warners over with them. They want theatres and Warner have them today and are adding more. They want the Warner talkie experience. Pathe looms in this RCA picture also. Pathe has an incalculable asset in Pathe News, particularly since it is being released in sound. The Daily Review believes that RMA would think well of the idea of adding a weekly with the Pathe tradition and prestige to a possible acquisition of Warner Brothers.

Paramount—M-G-M

There seems to be no reason for Paramount and M-G-M talking merger. They have an arrangement that provides for a more complete understanding than the possible merging of their interests and this understanding has existed for several years. It concerns the playing of pictures made by both companies in the houses controlled by each company. This playing is to the exclusion of every other picture should condition make this advisable. The combined playing time of both Paramount and M-G-M is of sufficient cash gross to remove any worry regarding a possible profit.

Theatres the Thing

As soon as mergers are discussed the first consideration is theatres. How many have they and how many is it possible to acquire. The big company of tomorrow is the one that can show the most playing days in theatres owned or controlled by them. If the playing time is there, it is a cinch on the production end, but regardless of what quality a producer might contribute to a picture, if he is not equipped to control the extensive playing he is licked.

Rothstein Resigns

Univ. Adv. Post

(Continued from page 1)

cago Advertising Agency.

It is understood that Harry Reichenbach, who was recently signed by Universal to a five-year contract will be director of advertising and exploitation with Milton Silver handling the actual advertising copy.

German Films Praised

American films are the most capable and the most objectionable; the German, most artistic and worth while; the English, the least objectionable and most dull, was the verdict of Desmond Coke, British author, to Exhibitor Sidney Bernstein's questionnaire as to which films were the most disliked.

Publix Stage Units

Again for Northwest

(Continued from page 1)

houses in these cities may possibly benefit thereby, should there be an overflow of product.

The rearrangement also means that Publix road-show units will again be seen in Seattle and Portland. The Fifth Avenue in Seattle and its sister house, the Broadway in Portland, have been getting away good with the new policy of pictures without stage presentations. Each house has had weekly receipts almost as high as when the Fanchon and Marco "ideas" were on the boards. Adding the overhead of the F & M shows to these two houses will not, it is believed, add to their weekly receipts sufficiently to cover the added overhead.

The F & M shows, because of routing, etc., are cheaper than the Publix shows; so the Seattle and the Portland also will have higher overheads to meet, but with slight prospect of the Publix shows pulling more than the present policy with F & M.

Kerman Developing

New Talkie Device

(Continued from page 1)

reproduction than other devices now in use. Installation orders will be in order in approximately one month.

The Kerman company is likewise building a studio on Long Island for the production of features and shorts.

Netoco Casino Opens

Equipped with Sound

BOSTON—The New England Theatres Operating Corp., will open their fiftieth house, the revamped Casino Theatre on Sunday, November 25th, with a Movietone-Vita-phone talking and sound picture policy with vaudeville.

Netoco took this house over from Waldron a few weeks ago and closed it for complete renovation and decoration.

Portable Melophone Talkie Device To Benefit Small-Town Exhibitors

SEATTLE—George P. Endert, former Paramount Manager and William J. Drummond, have launched a new portable synchronizing device and have organized the Melophone Talking Picture Company of America.

The device which creates and recreates talking and sound pictures is intended for the small town exhibitor whose house is not wired. Being portable, Melophone will be used for road-show proposition which travel the small towns.

There is no installation charge, or service charge, the Melophone films being booked on percentage by Endert and Drummond. Several Melophone machines are already on hand, with factory facilities to turn out three each week being arranged. Several pictures with talking and singing sequences and musical scores are also ready. The first Melophone show was put on at the Princess Theatre in Edmonds, Wash., on November 15th.

'SHOULD A GIRL MARRY?' READY FOR ROAD DEC. 1

Rayart Special to Have Filmtone Scoring and Full Road Shows

The Filmtone synchronization of Rayart's special production "Should a Girl Marry?", which will be road-showed throughout the country, will be completed in New York within a week, at which time a number of road-show companies will be ready to start out on bookings in the Eastern territories.

Each company will carry a Filmtone reproducing machine with a technical staff, consisting of electrician, operator and checker. Advance agents and publicity men are now enroute to the key centers to arrange for initial presentations.

The Filmtone machine is portable and can be installed in three or four hour's time.

The picture, rated as one of Rayart's greatest, is a Trem Carr Production directed by Scott Pembroke and features Helen Foster, Donald Keith, Wm. V. Mong and Dot Farley.

Fox Sound Truck

For Hoover in S. A.

When president elect Hoover first sets foot in South America he will come face to face with a Fox Movietone sound truck. This truck left New York the day following Hoover's announced intention of visiting the Latin American countries. This truck will be with the expedition until it returns to the United States.

WAFILMS, Inc.

Walter A. Futter, Pres.

for Library Stock Scenes

130 W. 46th St. New York
Bryant 8181

Classified Advertisement

Advertisements in this section, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

FOR SALE

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MOTION PICTURES MADE TO order. Commercial Home or Industrial. We have excellent facilities and the best cameramen. Our price, 20c per foot. Ruby Film Company, 727 Seventh Avenue, New York City.

MOTION PICTURE AND "STILL" cameras rented, sold and exchanged. Portable lights for sale and for rent. Keep us advised of your wants. Ruby Camera Company, 727 Seventh Avenue, New York City.

TWO PAPER STENCIL CUTTING Machines Foot and Power . . . Sacrifice \$35.00 each. National . . . 226 West 56th Street, City.

BUSINESS OPPORTUNITIES

WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

**Nation-wide Balloting by
Readers of
Photoplay Magazine**



**Confirms What Every
Discriminating
Observer Knows**

The Finest Films are Fox and Fox Supremacy is Consistent

L e a d e r s h i p
in 2 Talking
Newsreels
weekly

L e a d e r s h i p
in Condensed
Features
in Dialog

First to
bring to
America voices
of world celebrities

O n l y
Producer
this season of
8 \$2 top successes

Public Acclaim Now Confirms
Verdict of the Industry:
FOX LEADS

7th HEAVEN

the best picture of the year



**This Gold Medal Winner
Leads the
Fox Quality Procession**

WILLIAM FOX is proud to credit the individuals who contributed to the SUCCESS of 7th HEAVEN

FRANK BORZAGE

Who for the second time
is honored by the Photo-
play Medal award.

JANET GAYNOR

A star if there ever was
one. —*Variety*

CHARLES FARRELL

Whose remarkable per-
formance as Chico made
him a star overnight.

JOHN GOLDEN

Producer of the stage
play upon which the
picture was based.

AUSTIN STRONG

Who wrote the stage
play.

BENJAMIN GLAZER

Who wrote the screen
play.

WINFIELD SHEEHAN

Whose production genius set a
new high standard for the screen.

and the following members of the supporting cast:

David Butler

Ben Bard

Albert Gran

Jessie Haslett

Emile Chautard

Lillian West

Gladys Brockwell

George Stone

Marie Mosquini

The proof of FOX supremacy is in the Record:

STREET ANGEL

FOUR SONS

FAZIL

THE RED DANCE

MOTHER MACHREE

SUNRISE

THE AIR CIRCUS

DRY MARTINI

WIN THAT GIRL

ME, GANGSTER

THE RIVER PIRATE

PLASTERED IN PARIS

MOTHER KNOWS BEST

PREP AND PEP

RILEY THE COP

ROMANCE OF THE UNDERWORLD

BLINDFOLD

When Medals Are Awarded for Talking Pictures Count FOX In

With such pictures as these issuing from FOX MOVIE-TONE CITY:

**THE GHOST TALKS IN OLD ARIZONA SPEAKEASY
BEHIND THAT CURTAIN THRU DIFFERENT EYES**

CURRENT PRODUCTION RESUME

52 Big Pictures Now In Work—Other Co. Schedules at Low Ebb

By J. HARRISON EDWARDS
West Coast Correspondent

HOLLYWOOD—Production in the Hollywood studios is at a rather low ebb. Heavy schedules are planned but not in operation at present. Fox leads the procession with 12 pictures in actual production. M-G-M has 8, Paramount 7 and First National 6. Universal is busy adding talking sequences to most of their already finished pictures with but 2 pictures in actual work. The following list does not include those being made by the various "quickie" studios.

Fox Lot

On the Fox lot there are: "In Old Arizona," Irving Cummings, director; "The Big Bout," Harry Sweet; "Friendship," Eugene Walter; "Watch Out," James Parrott; "Strong Boy," John Ford; "White Silence," Charles Klein; "Exiles," William Beaudine; "False Colors," James Tinling; "Scarehead," (working title), Fred Newmeyer; "Christine," William K. Howard; "Our Daily Bread," F. W. Murnau.

P-F-L Lot

Paramount: "Sunset Pass," Otto Brower; "The Dummy," Robert Milton; "The Wolf Song," Victor Fleming; "The Wolf of Wall Street," Rowland V. Lee; "Tong War," William Wellman; "The Case of Lena Smith," Josep van Sternberg; "Four Feathers," Cooper-Shoesack.

M-G-M Lot

Metro-Goldwyn-Mayer: Sidney Franklin directing Greta Garbo in "Heat," (working title); William Nish directing John Gilbert in "Thirst," Ramon Novarro in "The Pagan," W. S. Van Dyke; "The Duke Steps Out," James Cruze; "The Spite Marriage," E. Sedgwick; "Hunted," Willard Mack; "Mysterious Island," Lucian Hubbard.

F. N. Lot

First National: "Seven Footprints to Satan," Benj. Christiansen; "Weary River," Frank Lloyd; "Comedy of Life," Alexander Korda; "That's a Good Girl," William Sietter directing Colleen Moore; "Children of the Ritz," John F. Dillon; "Saturday's Children," Corinne Griffith, directed by Gregory LaCava.

Warner Bros: "From Headquarters," Howard Bretherton; "The Desert Song," Roy Del Ruth; "She Knew Men," Archie Mayo; "Alimony Annie," Michael Curtiz.

Unitel Artists: John Barrymore in "King of the Mountains," directed by Ernst Lubitsch; Douglas Fairbanks in "The Iron Mask," Allan Dwan; "Night-Stick," produced by Roland West.

Universal Lot

Universal: "His Lucky Day," Reginald Denny directed by Eddie Cline; "A Christmas Carol," Tom Terris.

Pathe: "The Missing Men," Benjamin Glazer.

Tiffany-Stahl: "Reputation," Al Ray.

Hal Roach: One "Our Gang" comedy. Bob MacGowan.

Columbia: "Object Alimony," Scott Dunlap; "The Faker," Phil Rosen.

Christie Comedies: One "Confessions of a Chorus Girl" and one Bobby Vernon.

FBO: Gloria Swanson in "Queen

STUDIO GOSSIP

Jack Natterford is writing a story with a Switzerland locale which will be a Reginald Barker special for T-S.

Pat O'Malley, Eleanor Griffith, Chester Morris and Mae Busch all have parts in "Nightstick" which Roland West is making for United Artists.

Emile Chantard, French actor, has a leading role in the Tiffany-Stahl production of "The Girl Who Came Back."

Isabelle Sheridan has been given a part in United Artists, "King of the Mountains."

H. B. Warner will have the part of the district attorney in M-G-M's "Trial of Mary Dugan."

Edmund Burke of the Chicago Opera Company, will have a part in "The Melody".

Chester Conklin will direct Ricardo Cortez in a picture tentatively called "Life" for T-S.

It is rumored that Bebe Daniels will sign with Fox.

Alf Goulding has been signed by Fox to direct one feature picture.

Frank Moran, ex-prize fighter has been signed by T-S for a featured role in "Spirit of Youth."

Mabel Normand is going abroad to make personal appearances in Great Britain.

Lee Patrick, featured stage player, has been given the leading feminine role in Pathe's "The Missing Man."

Paul Stern has completed shooting on "The Office Scandal", starring Phyllis Haver.

Bradley King will write the treatment and continuity on "The Squall" for First National.

Alice White has started production on her next picture, "Hot Stuff," without a leading man having been signed.

Fitzmaurice Finishes

George Fitzmaurice wound up production yesterday on his latest First National picture, "His Captive Woman," co-starring Dorothy Mackall and Milton Sills.

Another for Fairbanks

Douglas Fairbanks will start preparing immediately a new production to follow "The Iron Mask," now nearing completion. Lotta Woods, scenario editor for Fairbanks, is now at work upon the script for the new story, an original as yet untitled.

Kelly," directed by Eric von Stroheim; for United Artists release.

Inspiration Pictures, (Tec-Art Studios), "She Goes to War," directed by Henry King for United Artists release.

Cutting Down

Word is being whispered around Hollywood circles that Florence Vidor and Esther Ralston are through at Paramount. Reason being given that neither have voices of sufficient quality for talking pictures.

English Peeved at Fox

LONDON — English exhibitors are very keen to run the Movietone subject recently completed by Fox of the speech made by King George at the opening of the New Tyne Bridge. But they are up in arms at the price this organization has set for the subject.

The price being twice as much as has been asked for any Movietone subject to date. Some of them are yelling "American exploitation of the King's personality for extra profit" however the British cinema's are tumbling over themselves trying to get some of this "extra profit". They will, very likely, meet the Fox rental demand and like it.

"Hottentot" as Talkie

Warner Brothers are planning to make a Vitaphone production of William Collier's play, "The Hottentot." This has already been filmed once—silent some years ago. Edward Everett Norton will play the part originally created by William Collier. Lois Wilson will play opposite with Roy Del Ruth directing.

50 M-G-M Talkies Done

More than fifty Metro Movietone acts had been completed and most of them released by M-G-M up to and including Nov. 24. A large percentage of these were made at the newly renovated Cosmopolitan Studio, 127th Street and Second Avenue, New York, where short feature work is now progressing at a rapid rate.

Columbia Talkie

"The Younger Generation," the Columbia special adapted from Fannie Hurst's stage play, "It is to Laugh", will be a "talkie" and also have a synchronized music score and sound effects.

Nat. Trade Journals

The National Trade Journals, Inc., has acquired Architectural Forum; Heating and Ventilating Magazine; Good Furniture Magazine, Specialties Salesmen and Salesology, giving the company 17 publications in all.

Miss Love's Plans

Bessie Love has been planning to vacation in New York shortly, but Fox has just sent for her to make tests for their talkie, "Big Time." If the tests are successful terms will undoubtedly be made and the holiday will be off. Several producers are after Miss Love's services because of her singing and dancing ability, and its a question which will win.

OPINIONS

By W. R. WILKERSON

A SMILE GONE ASTRAY

Boy!—how our phone burned up Saturday morning after Columbia read, what we wrote, in more of a smile than of facts—that the price the Loew people offered them for a New York run on "Snubmarine" almost covered their negative cost. The price was \$30,000. Certainly we knew this production cost more than this figure. For instance we had the knowledge that Jack Holt received plenty as his salary for the production and that the combined salaries of Frank Capra, the director and Ralph Graves and one or two others would easily make up the rest of the 30 grand. To say nothing of the actual production expense, studio, story, etc., etc. We knew all this. But we did not know that the synchronization stood Messers Cohn, Brandt and Cohn the sum of \$25,000. Where do those Victor people get off with such figures. Certainly they did not get all of this, (the man who scored the music got a few dollars) but they did get the big slice. However, we have to apologize to Columbia, they read the note and we only wrote it. And in writing it we had no desire to cheapen this picture. This could not be done by even such a great... (shall we say) writer.

CUTTING DOWN

Most of the major studios in Hollywood are doing a bit of pruning. They are cutting down their list of stock players, both featured and otherwise. This is done for several reasons. The first and most important is their desire to reduce production costs and every time this idea crops up the first thing production executives think of is their stock lists. And too, with the talking picture a reality, the situation of casting productions is quite uncertain and studios having made voice tests of all their stock players, some good and others bad, figure it best to take their chance with the stage player, the one with picture experience preferable.

DAVID SELZNICK

The elevation of David Selznick to the position of assistant to B. P. Schulberg production head of Paramount, has been given a hearty O.K. by everyone who has ever come in contact with the youngest member bearing the Selznick name. He is well liked and his promotion is as a result of capabilities and nothing else. David has a happy faculty of being able to walk into a very difficult situation, iron everything out and have all sides happy at his arrangement. He can handle temperamental directors, players and writers better than anyone in this business. His manner will soothe the most agrieved temper. This Selznick is going to go further in our industry. As a matter of fact he just started

WHY WAIT FOR YOUR HOUSE TO BE WIRED ?

**RAYART'S
FIRST TALKING PICTURE**

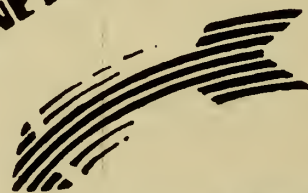
**THE FIRST ROAD-SHOW
WITH COMPLETE MUSICAL SYNCHRONIZA-
TION, SOUND AND TALKING SEQUENCES.**

**HELEN FOSTER & DONALD KEITH
WM.V.MONG and DOT FARLEY**

**"SHOULD A
GIRL MARRY?"**

**THE SENSATION OF THE SEASON
50 ROAD COMPANIES WITH
FILMTONE EQUIPMENT ON
TOUR AT ONCE**

**A COMPLETE SHOW INCLUDING FIVE
BIG-TIME VAUDEVILLE AND RADIO
HEADLINERS IN FILMTONE PRESENTATIONS**



ONCE AGAIN RAYART LEADS THE FIELD !

A TREM CARR PRODUCTION

DIRECTED BY SCOTT PEMBROKE

AVAILABLE AT YOUR NEAREST RAYART EXCHANGE OR

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DAILY REVIEW

Reg. U. S. Pat. Off.—Formerly Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 123

New York, Tuesday, November 27, 1928

FIVE CENTS

Washington Racketeers

By ARTHUR JAMES

Washington, November 26

Chicago does it with machine guns and hand grenades. Here in Washington the skull druggery is better mannered, but just as deadly. The moral racketeers use a lobby, a high-sounding organization name and then the gall of the devil himself, all tentet over with high claims to all the virtue and all the morality in the world.

The Federal Motion Picture Council is the paper organization of Canon William Sheafe Chase, who, with a handful of reform barnstormers financed by old ladies who will money to sleek gentlemen with the idea they are helping to save the world from sin, and by contributions secured from living dupes under the same delusion.

Once a year the tom toms of a pseudo morality are sounded and all and sundry are invited to get together and save the United States from the cesspool of iniquity, the sloughs of despond and the low censoring of the picture people.

This year, Chase asked womens' organizations to come to Washington in protest against indecent films. The method is as simple as it is effective. It is preposterous and vicious because it is not representation and by trick and chicane it offers as real, that which is counterfeit.

But make no mistake. It is effective. It must be combatted with truth, sunlight and fresh air like a disease, for it is a disease of a rotten morality, a cheating and a strong pretence of virtue. Its name is hypocrisy and Canon Chase is its great apostle.

HUDSON BILL FRAMER MISLED BY BOGUS CENSORSHIP DEMAND

Rev. MacLeod Scores Right of Fanatics to Legislate Morals

U. S. PRODUCER TO FILM MUSSOLINI FASCIST HISTORY

An American film producing company has been given permission by Premier Mussolini to make a historical film portrayal of the cause and rise of Fascism, and to include what Mussolini and his followers have done for Italy's progress and stability.

The picture will be made in Italy with the cooperation of the Italian Government, although financial aid

(Continued on page 4)

BOSTON SITE FOR HUGE FOX THEATRE

BOSTON—The Fox Theatres may build a huge skyscraper and theatre on a site at Tremont and Boylston Streets, if the leases on a number of small buildings on this site can be obtained.

The Touraine Hotel on Boylston, Tremont La Grange and Tamworth Streets is said to be agreeable to a

(Continued on page 4)

Sennett Preview Today

Educational will hold a preview of Mack Sennett's first all-dialogue 2-reel comedy at the RCA Photophone Studios today. It is titled "The Lion's Roar". Johnny Burke and Daphne Pollard have the leading roles.

Webb With Paramount

Millard Webb, director, has been engaged by Paramount to make a picture. He left Hollywood Friday and will arrive in New York tomorrow. The picture, as yet not definitely decided on, will be made at the Astoria studios.

Speaker at Canon Chase Banquet Resents Attempt To Involve Churches

WASHINGTON—The Rev. William Murdock MacLeod, Pastor of the Pinehurst Presbyterian Church of Pinehurst, N. C., was one of the principal speakers at the Annual Convention of the Federal Council of Motion Pictures at the Mayflower last night. Rep. Grant M. Hudson of Michigan and Senator Wildman Brookhart of Iowa were also present.

MacLeod challenged the right of the Federal Council or any other body to commit the ministers of the U. S., by fact or through implication, to the Federal censorship of motion pictures.

"We are getting clean pictures now," Rev. Mr. MacLeod said, "and we are getting them by and with the

(Continued on page 4)

Warner Studios Shuts Dec. 12 for 4 Weeks

Harry M. Warner, who returned from the Coast last week, stated yesterday that the studios on the West Coast will close December 12th and all players and directors will have a four-week vacation, after which they will start the 1929-30 program.

Connelly With Small

Mike Connelly, formerly casting head at the Fox N. Y. studio, has formed a partnership with Edward Small. They will represent artists of both stage and screen.

M-G-M Sound Showing

Metro-Goldwyn-Mayer is holding a trade show of Movietone dramatic and comedy sketches, entirely in dialogue, today at the Astor Theatre. They include a Gus Edwards Musical Revue; first Technicolor Movietone presentation and the first Hal Roach comedy with music, dialogue and sound effects.

Private Chase Lobby Induced Congressman To Foster Censorship Measure on "Premises"

Professional Reformer's Frantic Calls for More "Delegates" Flops

36 OUT OF 400 ATTEND

By ARTHUR JAMES

WASHINGTON, Nov. 26 — Murder will out in some cases and the case of Canon Chase and his anti-motion picture legislation program is one of the cases. The murder came out today when it was discovered that Representative Hudson induced by Chase to introduce the measure bearing his name and which provides for Federal Censorship and a wicked and oppressive taxation on the industry, was sponsored by the Congressman only on Chases' promise that he would demonstrate there was a widespread demand for it.

Private "Lobby"

The 'demonstration' was the pow wow staged at the Mayflower Hotel today under the auspices of the so-called Federal Motion Pictures Council, which maintains paid offices here within two blocks of the Capitol at 206 Pennsylvania Avenue, S. 3., all the year round.

This lobby is a privately financed institution with a small membership that on occasions sends out a hurry call for some ostensibly high moral purpose, to all the womens' societies, DAR, Womens Club Associations and organizations and makes everybody a delegate.

Attendance Dwindles

The call went out this time for all to assemble "in protest against indecent films. 400 reservations were made for the banquet at the Mayflower. Saturday, this was reduced to 200 and Sunday afternoon it was cut to fifty and hurry calls were sent to every woman's organization in Washington, asking two delegates to attend, and the "credentials" were sent in blank, signed by the secretary of the "Federal Motion Picture Council," for Mrs. Robbins Gilman the stalking dummy representing Canon Chase.

Women Protest to Hudson

Each "delegate" was asked to be

(Continued on page 4)

3 *talking newsreels every week*

RESPONDING to the public's tremendous enthusiasm for the 2 talking newsreels now issued weekly, William Fox will draw on his vast international news recording service for a third weekly issue, beginning December 1.

50 Movietone Newsreel crews now covering the world will be increased to 75 by next February.

No wired theatre can afford

F *It speaks for itself*
MOVIE TONEWS
X *3 times every week*

WILLIAM FOX announces
that beginning next Sep-
tember Fox Movietone news will
be issued daily—one complete
talking newsreel every day.

**This sensational world-wide,
daily news service will be ac-
complished on the following
schedule:**

4	issues	weekly	beginning	February 2
5	"	"	"	April 6
6	"	"	"	June 1
7	"	"	"	September 1

F

not to play MOVIE TONEWS
X

Laemmle Jr. Borrows Evelyn Brent for "Broadway" Role

Universal Recruiting Another Floradora Chorus of Ten

By J. HARRISON EDWARDS
West Coast Correspondent

HOLLYWOOD — Universal has "grabbed" the prize package of the whole talking picture racket for the production of "Broadway" soon to start at "U" City.

Announcement has been made that Evelyn Brent will have the part of Scarface Edwards' girl. She has been borrowed from Paramount who just recently tagged her with a long-term contract.

Junior Means Business

Junior Laemmle means business with this "Broadway" picture. He is going to rise or fall with its production. Realizing that most every picture made last year had some part of this famous New York play in it, and that in order to have something outstanding, unusual effort would have to be exerted, the younger Laemmle is leaving no stone unturned. The cast so far, in addition to Miss Brent, has Merna Kennedy, (the Chaplin discovery) in the ingenue lead, Margaret Livingston in the part of "Mazie" and of course, Glenn Tryon in the male lead.

Famous Chorus

Those having witnessed the stage show will remember that a chorus of girls had a very prominent part in the success of the piece. Carl Jr., has everybody in Hollywood and New York looking for the ten most beautiful girls of both face and figure for the chorus of the picture version. Junior said, "These ten girls will go down in picture history with the same renown as the old Florodora sextette" and it was said in such a manner and with such force of conviction, we believe it.

Scarborough With U.A.

George Scarborough has been engaged by Joseph M. Schenck, head of United Artists, as consulting dramatist on dialog pictures. His first assignment was the dialog for "Masquerade," the new Griffith picture that will be completed December 12th and that will introduce the singing voices of Lupe Velez.

Name Gilpin's First

"Hearts in Dixie" is now the name of the all-talking picture in which Charles Gilpin, celebrated negro star of "The Emperor Jones," will make his screen debut under the Fox banner. Production has just started at the Fox Movietone studios under the direction of Paul Sloan.

This story by Walter Weems will have an all-negro cast which includes Madame Sul Te Wan, a voodoo woman. A mixed chorus of fifty voices will sing spirituals, plantation songs and tunes of the old South.

STUDIO GOSSIP

Bertram Millhauser under a long term contract to Winfield Sheehan, is preparing a story of his own for the screen.

Ian Keith has an important part in Universal's "The Haunted Lady."

W. Scott Darling's illness has halted work on the screen version and dialogue of "Listen Baby."

Lonise Fazenda has been given a part by First National in Alice White's new picture "Hot Stuff."

Jane Winton and Ernest Torrence has been assigned parts in "The Bridge of San Luis Rey" by M-G-M.

Clarence Brown's next picture will be "Wonders of Women," from the Sudermann novel, "The Wife of Stephen Tromholt."

Ramon Novarro has started actual shooting of scenes for "The Pagan" down in Tahiti.

Rev. MacLeod Scores Right of Fanatics to Legislate

(Continued from page 1)

advice and help of the motion picture industry itself. That it is time that leaders in religious life speak out firmly against attempts to regulate morals by law. The bible teaches that man was given the choice of good and evil. It is the business of ministers to lead men to choose aright, not to set up some external moral authority."

"No man," declared Rev. Mr. MacLeod, "can presume to speak for the churches of the United States. For it is a fact that many of the great denominations have no centralized authority to impose on their pastors a common program."

"I yield to no man in my determination to fight for clean pictures. No man in the christian ministry today wants anything else, but it is an insult to the intelligence of the church-going public, or the public at large—this idea that a federal censorship can accomplish more than intelligent and decent public opinion."

"As I conceive it," continued Rev. Mr. MacLeod, "one of the primary duties of the christian ministry is to stimulate the public conscience to make its own choice between right and wrong, between the clean and the unclean. This proposed legislation is a direct blow at the moral and intellectual integrity of the american people."

"On behalf of the people of my own community, I must state my belief that they will resent most intensely any suggestion that they are mentally or morally incapable of making their own decisions and in making known to the theatre owners their sentiments in this respect.

A.J.

Improves With Age

Von Stroheim, interviewed by a Los Angeles paper said "I have changed my attitude. I am more philosophical about the making of pictures. I am, so to speak, aged in the wood....mellow." Giving "Von" a picture to do in ten weeks, would seem to us, do more to him than age and mellow one of such temperment, (that is, of course, if he finishes in ten weeks) it might change him from an artistic genius to a director of motion pictures.

Hudson Bill Framer Misled By Bogus Censorship

(Continued from page 1)

sure to attend the banquet at \$3.50 per ticket. Representatives of the Womens' University Club called on Congressman Hudson today to ask him what it was all about and to say they knew nothing of anything except the hurry call. They explained the manner in which they were made temporary members of the "Federal Motion Picture Council" and also said that they were not in sympathy with his bill.

The Congressman was considerably enlightened and Chase may not find the situation for the legislative child so satisfactory. Chase is moving heaven and earth to make a showing and has a few of the faithful shouters to make a heavy noise to make it appear there is a genuine sentiment, extending all over the nation for Federal Censorship, Federal Management and inexperienced outside direction for the picture industry.

Chase Stalls

Due to the poor response to his invitations, Chase, this morning, stalling very diplomatically, postponed his afternoon session until 6 P.M. tonight, to "allow more time for the 'delegates' to arrive."

The "reformer" late today released a story to the Associated Press, in which he committed all the organizations that had been invited to the Council Sessions, to his policy on censorship.

Repudiation Follows

Three delegates who heard of Chase's bold move, immediately repudiated this Canon Chase claim and in hot interviews given out, made clear that they were cooperating with the picture industry satisfactorily and they had found a perfect willingness on the part of the business to cooperate with responsible groups, and that they were against Federal Censorship, the Brookhart Bill and the Hudson Bill.

These delegates were Clara Keck Helfebower of Cincinnati, representing the League of American Pen Women; Mrs. Charles D. Owens of Norristown, Pa., representing the Daughters of the American Revolution and Mrs. Minna Church Brand of Maryland, representing the General Federation of Womens Clubs.

The dinner tonight which was first scheduled for 400 reservations found only 36 people in attendance including the curiosity seekers.

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J. Harrison Edwards, West Coast Representative, Biltmore Hotel, Los Angeles.
London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour Street, London, W. 1.
Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

"High Voltage" Out

It seems that Pathe's scheduled production of "High Voltage" has struck a lot of snags. It has been returned for a number of changes that will throw the former plans all out of gear, so that it now looks as tho William Boyd and Alan Hale will team together in another story, "The Flying Fool," before further consideration is given "High Voltage."

Stromberg's Next

Hunt Stromberg, who was the producer of the box-office "wow" "Dancing Daughters," has been given leave by M-G-M to go right ahead and make another. His latest will be "The Single Standard," by Adela Rogers St. John. Joan Crawford will have the lead and John S. Robertson will direct. Bess Meredyth will write the scenario.

Ford-McDonald

John Ford, director and Farrell McDonald, beloved character actor, celebrated their tenth anniversary together in pictures when they started work on "Strong Boy," for Fox. Ten years ago, McDonald was starring in two reels being directed by John Ford and they have remained the best of friends ever since.

Boston Site for Huge Fox Theatre

(Continued from page 1)

deal, but other leaseholders are putting obstacles in the way.

Properties which must be razed, if a complete site is obtained by Fox, are the Wilsey Savings Bank Building and several retail stores.

U. S. Producer to Film Mussolini Fascist History

(Continued from page 1)

has been spurned from this source, as the film is to be free from political domination.

Contracts are now being arranged for the distribution of this film in the U. S. and other parts of the world. The picture will not be a propaganda film, but will be a big spectacle with a love story interwoven.

DAILY REVIEW

Reg. U. S. Pat. Off.—Formerly Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 125

New York, Friday, November 30, 1928

FIVE CENTS

Eloquent Echoes

By ARTHUR JAMES

Echoes of the Canon Chase Medicine Show which occupied heavy attention in Washington early in the week, included some very important facts. As soon as Canon Chase announced to the Federal Motion Picture Council that Pete Harrison speaks "for all the exhibitors in the country". This is not true, nor even partly true, but it shows how the reform element makes use of the bolshevist stuff which continually sees the daylight in Harrison's Reports.

Frank J. Rembusch wrecked Mr. Chase's meeting at the final session by a flatfooted, manly address in which he pointed out that there was no need for the Brookhart Bill and that the Hudson Bill was the last thing in the world that should be passed.

Despite all efforts of the sharp-shooting reformers to stop him he continued until he had completed his story and then with dignity withdrew, on the ground that he had no desire to participate in a forum open only to one side, and that the side of those favoring passage of pernicious legislation. As he left the hall he was followed by a dozen women, representatives of important national organizations for welfare and other work. This left only a handful as there were twenty seven in the room when the exodus began. Our hat is off to Frank Rembusch for his conspicuous loyalty and service to the motion picture industry and we shall have more to say on this subject.

The Chase pow wow was the biggest "bust" that this holy man has ever experienced. Those about him were deluded into thinking that their call to the country would bring people flocking from the four points of the compass and they figured on selling four or five hundred tickets to the opening dinner. There were sixty two in attendance and of these many came as observers and others, merely curious persons, who wanted to know what all the shooting was about.

Nothing will be done on the Hudson Bill until the affiliated and unaffiliated exhibitor representatives have a conference with the Federal Motion Picture Council and that was set by a resolution for which Frank Rembusch is responsible. It is probable that Frank Rembusch and Sam Katz will be the respective delegates, which means that the situation as far as the picture business is concerned will be in the hands of constructive and forthrightly men.

RADIO-KEITH-ORPHEUM ELECTS HIRAM S. BROWN PRESIDENT

"Wings" Biggest Money Maker Jumps Highest P-F-L Earnings

GOV'T USES EMELKA FOR UFA OPPOSITION

By Dr. R. OTTO
(Special Cable to Exhibitors Daily Review)

BERLIN—Like a bombshell came the announcement that the German government had resolved to become a controlling partner of the Emelka by increasing its 10% share of the 50 million marks Emelka capital to 36% and granting an additional two million marks immediate capital. The Government thus becomes the predominating partner in the majority stockholder's pool.

The news flurried the whole German film industry and the several British negotiations who sincerely believed they had bought the Emelka. I. W. Schlessinger and Major Rassam at once hurried back to Berlin from England. Thus it would

(Continued on page 3)

Lesser Troubles

Irving M. Lesser, who took over the Great Neck Playhouse on Long Island in 1925 has retired from this venture, after dispossess proceedings had been brought by Hyman Rosenbaum, owner, for back rent.

Lesser admitted in court that he could not pay the rent of the theatre although he claims \$16,500 deposit still remains as security.

Paramount earnings reached their peak for the months of October and November and it is reported on good authority that they are 11% over the same period of 1927. There seems to be no question but that the last quarter of the present year will far exceed the same period of 1927 which was the top for earnings in the history of the organization. This rise is ascribed to the success of "The Patriot," "Wedding March" and "Wings," and the sound picture "Interference."

Concerning "Wings" it is asserted that at its present rate it will earn more money than any other picture ever released by Paramount. The consolidated net profits for the year are expected to go away ahead of last year's million dollar net and the quarterly dividend will reach the interesting figure of \$2.90 per share.

RICE GETS CINEPHONE N. Y. STATE FRANCHISE

An exclusive franchise for the sales and service of Powers Cinephone in the upper New York State territory was signed this week by Fred A. Rice, former representative of the Marr & Colton Organ Company, and the present operator of the Oakla Theatre, and the Warsaw Opera House at Warsaw, New York.

Mr. Rice will install the Powers

(Continued on page 3)

Board of Directors also Adds Cravath, Lehman Herr and Brown—Albee Retains Theatre Command

Radio-Keith-Orpheum has elected as its president Hiram S. Brown, president of the United States Leather Company, who has notified his board of directors that he will continue in his leather company activities until January first at which time he will take over the leadership of R-K-O.

(Continued on page 3)

COOLIDGE AUDIENCE WITH 2 KINGS THROUGH FOX

Two kings talked to Calvin Coolidge last night at the Swannanoa Country Club at Waynesboro, Virginia through the medium of Movietone.

The program of talking pictures arranged for the President by Fox Film Corporation included a 15-

(Continued on page 3)

Woodhull Returns

R. F. Woodhull, who just returned from the Ohio M.P.T.O. convention, will attend the meeting of the theatre owners of Oklahoma on December 4 and 5 and will later be in Memphis for a meeting of the Board of Directors of the new Tri-State organization.

From Memphis, Woodhull will go to Charlotte, N. C. for the Annual Convention of the M.P.T.O. of North Carolina on December 11-12.

Woodhull reports fine progress in all territories and states that the new financial plan for affiliation with the National organization is receiving cooperation and within three months, the formation of a strong National body will be a fact.

Pasternak in N. Y.

Joe Pasternak, new foreign production manager for Universal, is in town at the Park Central, having arrived from Hollywood. Pasternak will leave at the end of the week to take up his duties in Germany as assistant, in charge of production, under Paul Kohner.

JIMMIE CRON

It is with a very considerable satisfaction, both personal and for business reasons, that I am able to announce the association with Exhibitors Daily Review of Jimmie Cron, under whose authority will come all matters of advertising for this newspaper.

I regard Jimmie Cron as the most constructive advertising man associated in the trade field in motion pictures. His knowledge of merchandising, his natural talent for showmanship and his long and thorough experience with pictures, picture people and the picture business, give him the best possible equipment for his new responsibilities. I feel certain also that the advertising executives, as well as the chief executives, will welcome this announcement.

Arthur James

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J. Harrison Edwards, West Coast Representative, Biltmore Hotel, Los Angeles.
London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wadour Street, London, W. 1.
Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

GOSSIP OF ROME

By ANDERSON GREGG

(Special to Exhibitors Daily Review)

Much more serious consequences than were at first anticipated are expected to grow out of Premier Mussolini's drastic act in barring the American film, "Street Angel", from all Italian theatres. American film representatives here are especially disturbed by Il Duce's order summarily disbanding by dismissal the entire Italian Board of Censorship following a gala performance of the Fox production in Rome. Their fear is that the dictator will now feel justified in turning over the whole censorship problem to a new State film monopoly which already has shown signs of a fixed determination to minimize American film participation in the theatre profits of this country.

The situation is being made still more difficult by the published indignation of prominent Italian film critics who were present at the invitation performance of "Street Angel." Mario Carli writes: "Even the classic sun of Italy was obliterated by the Fox directors. Can you imagine an Italian sea-scape perpetually steeped in fog! Have the producers in Hollywood nothing better to do than to distort Italian life, costumes, cities and passions! Perhaps in the remote past conditions approached those shown in the picture, but in Mussolini's Italy certainly nothing of that nature exists."

An advantage to be seized for domestic production is the motive which plainly underlies all this uproar. That the disturbing film happened to hail from the Fox studios is merely incidental. American film monopoly of Italian theatre patronage really is where the shoe pinches. Keep your eye on the decisions of the forthcoming new Italian Board of Censorship.

It is gossiped here in Rome, when bookish circles condescend to discuss the movies, that Luigi Pirandello certainly "has something." You will be interested to learn that, whatever it is that the author of "Six Characters in Search of an Author" "has," he will shortly carry with him to America. Pirandello, who has been in Berlin for some time conferring with German film producers, is preparing, so the latest advices say, to go direct to California—which, of course, means Hollywood.

Fox to Buy Loew's and M-G-M—Ha! Ha!

The story printed in one of the weekly publications yesterday intimating there was a deal on between Fox and Loew, whereby Fox would get control of Loew Theatres, Inc. and M-G-M, received a big laugh up and down the Avenue today.

It caused a laugh because the only thing Bill Fox is after at this writing is more theatres to run his pictures in and inasmuch as Loews could not be bought without taking M-G-M and knowing that Fox had no use for the latter company having a production organization of his own, the yarn was laughed off the street.

What really did happen was several conferences between Fox, Loew and Paramount, regarding the playing of each other's pictures in their respective houses. The results of these conferences caused them to bury the hatchet and work out an amicable arrangement regarding the booking of each other's pictures, thus eliminating a fight that would have cost a lot of money in playing time in sections where one or the other had control.

WESCO CONTINUES ALL BIG BOOKINGS

P u b l i x Separation to Affect Paramount Only In Few Spots

As a result of the separation of Publix Theatres from West Coast, effective this Saturday, Harold B. Franklin advises that in association with the Marcus Loew interests, West Coast Theatres will continue to operate the Loew's State in Los Angeles, and Loew's Warfield in San Francisco. The Fifth Avenue in Seattle and the Broadway in Portland, always West Coast Theatres, exclusively, continue in the circuit of the William Fox-West Coast chain.

According to Franklin's statement, West Coast Theatres will continue to show the motion pictures made by the William Fox Studios, those of Metro-Goldwyn-Mayer, First National Pictures and the best of the independently made productions, with Paramount Pictures reverting to only those Publix Theatres effected.

Continues P-F-L Pictures

The picture booking situation in the "key," or smaller cities, of California, Oregon and Washington, will not be effected with the new arrangement; West Coast Theatres will continue to exhibit the product of Paramount Pictures in all cities where they are represented with motion picture theatres.

No change will be made in the operation of the Criterion Theatre in Los Angeles — this theatre will continue as the downtown operating point of the super-productions for first showings and the exhibitions of features that have been exhibited elsewhere on a higher scale of box office admission charge.

It is understood that this change has become necessary because of the expansion program of the William Fox organization, which includes West Coast Theatres, especially in those cities where new Fox theatres are now under construction. Another important factor that enters into the new arrangement is the playing of stage presentations. The Fanchon and Marco "Ideas," a West Coast Theatres exclusive product, will continue to show in West Coast operated theatres with the eastern revues going to Publix operated houses.

Shayne Joins Synchro Music Library Service

Sam Shayne has been appointed Publicity and Advertising Director of the newly organized Motion Pictures Synchronization Service, Inc. of N. Y. which will service exhibitors with a weekly supply of music cues for non-synchronous devices.

Sepp Morscher and Maurice Nitke are directing this service which has compiled a complete record library of music of 300 numbers.

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Says Wall Street—

Various explanations have been attempted for the spectacular fluctuations which came into the Pathe issues late last week. One rumor, widely spread, was that an offer was coming to stockholders from bankers who represent Warner Bros. No confirmation was obtainable, but many outsiders purchased the stock on this report and because of the low selling prices for the stocks.

KANSAS THREATENED WITH NEW CENSORSHIP

KANSAS CITY—The "Wholesome Amusement Committee" composed of church and civic organization representatives, has been organized to bespeak the State Legislature on behalf of censorship of so-called "filthy shows" which is to include motion picture productions as well as legitimate.

The rumpus started last week when the Kansas City Star printed an editorial attack on the Shubert production of "Gay Paree." A committee has been appointed, headed by I. M. Hargett, churchman to appeal to the new Governor, H. S. Caulfield.

The Kansas City Film Board of Trade and the M.P.T.O. Association of Kansas and Missouri are watching developments closely. Arthur Cole of Paramount, representing the Hays organization, doubts that the new committee will vitally effect the Kansas City exhibitors, as houses in the city are already under censorship.

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Harry Reichenbach ON POCKET BILLIARDS

(In The Motion Picture Club Bulletin)

Pocket billiards is played by two or more men with one white and fifteen colored balls.

The table is square. Use your own judgment about the players.

The players all hold a long stick in their hands and with these they play with the balls, using their white one to knock the others into one of the six pockets. It is the manner of putting these balls in pockets that gives the game its name.

No two players handle the balls alike.

When one will fondle and play with them in an easy-going manner, the next will knock them about in ruthless manner.

If a player's balls are frozen before he begins playing, he is considered at a handicap and shouts of glee and considerable discussion usually precedes his shot.

When the balls are grouped and no issue is likely, the player as a rule, "Plays safe." If he fails to touch a ball he is penalized.

Because the cue or white ball is solid ivory, it is easy to use "english" on it. English is used to influence the ball to go in the direction the shooter intends it to go. When it gets there it gives a violent kick. This is only one of the reasons it is called "english."

Billiards is like Pocket Billiards except the players have fewer balls to worry about.

When a man is shooting and scratches his ball is put back in its original position. This is very painful to the good player who has been known to go through life without scratching.

Young men should avoid billiard balls until attaining their majority. Less.

Women are taking up pocket billiards extensively now and are said to be even more dexterous than men in some instances.

Care should be taken in the handling of the balls, as once they are "nicked" they are practically useless.

Coolidge Audience With 2 Kings Through Fox

(Continued from page 1)

A minute talk on the Movietone by His Majesty, Alphonso XIII, King of Spain, following his film introduction by the American Ambassador to Spain, Ogden Hammond.

The President also heard the dedicatory remarks of His Majesty George V. King of England, made last October 11th at the opening of Tyne Bridge at Newcastle-on-Tyne. Arrangements for projecting this Movietone program for the President and his party were made by Jack Connolly, European Representative of Fox Film Corporation, who sails December 5th on the Leviathan.

Rice Gets Cinephone N. Y. State Franchise

(Continued from page 1)

Cinephone equipment in his own theatres, and although the franchise was not officially signed until Monday, Rice has already closed several contracts including one for an installation in The Auditorium Theatre at Perry, New York, which is a competitor of Mr. Rice's own theatres.

Gov't. Uses Emelka For Ufa Opposition

(Continued from page 1)

seem that Schlessinger's association with Emelka will only be that of a subsidiary, adding the talking film process which he controls.

There is a rumor that these negotiators were duped and that the whole transaction was a job arranged between a large shareholder and some powerful socialist deputies. The opinion prevails however, that the Government really means to break the monopoly of the nationalist owners of the Ufa concern and that the British bidders may after all not see their hopes scattered, as even under Government control the Emelka must expand its foreign markets.

Should the Reichstag adopt the government's proposal, then for the first time the Government of a great country enters into competition with a great national producing and exhibiting company; the Phoebe Theatres belonging to the Emelka embracing a seating capacity of 60,000 and the Ufa Theatres 80,000.

The Government will certainly not defy the rules of proper showmanship by indulging in political propaganda in the state-controlled theatres, as little as the Ufa productions show political tendency under the leadership of the nationalist deputy Hugenberg. Only in the numerous Ufa topicals jealous eyes pretend to envy political partisanship. But the screen is a great power and the talking film still a greater power.

Radio-Keith-Orpheum Elects Brown President

(Continued from page 1)

"The selection of Mr. Brown was announced by Mr. David Sarnoff who declared that the appointment is the consummation of a step that has been under consideration for the past three weeks. It is a selection of an unusual man for a post requiring exceptional constructive and administrative ability. The Radio-Keith-Orpheum Corporation is building upon a foundation that has no exact parallel in the amusement field."

Hiram S. Brown is one of the most successful corporation managers known to Wall Street. As president of the Central Leather Co., he took over the United States Leather Company when the company had paid only \$2.00 a share in 1926 and in the two years has brought it to a point where in the last six months the dividends per share were \$4.20.

His integrity and high standing are expected to mean much for the combination and his selection sets at rest all speculation about who would be the leader of this group.

The selection of Hiram Brown means that the company will have the highest type of intelligent, constructive and progressive business management.

Mr. Sarnoff also announced that at the directors' meeting held today, the following were added to the company's Board of Directors: Messrs. Paul D. Cravath, Arthur Lehman, Edwin M. Herr and Hiram S. Brown. Mr. Edward F. Albee continues as President of Keith-Albee-Orpheum Corporation, the theatre chain unit of the new company.

Sound Difficulties Force P-F-L To Release "Interference" on Discs

Paramount made up only two sets of films for "show" purposes on their present and first, all-talkie production "Interference". The prints for general release will have the sound via disc having been made by the Victor Company.

Reviewers both in New York and Los Angeles were knocked into a cocked hat at the perfection in photography and voice of the first Paramount talkie. The recording on the picture was done via the Pomeroy two-negative, two print method, thereby lifting both the voice and photography to such a high plane of perfection. With this Pomeroy method each print is developed separately from the other relieving all the difficulty now being experienced by producers using the film recording method, of having to develop both sound and photography on one film, often with unsatisfactory results.

Two Projectors

In order to project productions made via the Pomeroy method, a special contraption must be added to the regular sound equipment permitting the running through of two positive prints simultaneously, and

there is only one of these machines in existence; or the method in use at the Criterion of using four projectors in the booth, two running simultaneously, one for the voice and the other for the photography. This method, of course, is not practical at this stage of the game as exhibitors now equipped with sound would not consider adding another set of projectors to their equipment as it is too expensive.

Certainly the discs will not show "Interference" to the advantage that was seen in the openings in both Los Angeles and New York. But it will permit Paramount to get the picture out in all the key centers.

Lilac Time Closing

The Central Theatre will remain dark for Monday and Tuesday after the 269th performance of Colleen Moore's "Lilac Time," Saturday night, in order that the elaborate preparations can be completed for the moving in of "Colonel Gowdy's Big Town Shows," when First National's first dialogue picture, "The Barker," opens Wednesday night.

ELEVENTH ANNUAL ANNOUNCEMENT NUMBER of DAILY REVIEW

THE DATE

TUESDAY, JANUARY 1, 1929

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THE ISSUE

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Lasky Announces Paramount Astoria Production Program

The current production of half a dozen important talking short features and plans for a large program of one and two reel pictures to be made at the Long Island Studio were announced yesterday by Jesse L. Lasky, first vice-president in charge of production of the Paramount Famous Lasky Corporation.

"The short feature department, headed by James R. Cowan, has just added three important writers to its staff," said Mr. Lasky.

"They are S. Jay Kaufman, widely known newspaper man and author of many dramatic works; Morrie Ryskind, co-author of the book of 'Animal Crackers' and of other plays, and William Grew, author of 'The Sap,' 'Undressed Kid' and of the books for several Earl Carroll's Vanities.

"These writers will be at the studio for a long term, writing original short comedies, sketches and novelties and adapting material from other fields. They also will assist Joseph Santley, the director."

Mr. Lasky announced that George Abbott, the eminent director is engaged in directing "The Bishop's Candlesticks". This is expected to be one of the most important short talking features yet made at the studio. The cast of Broadway stage actors is headed by Walter Huston.

Abbott will direct still another short feature, after which it is expected that he will make one or more full-length pictures.

Other short subjects in sound either completed recently or still in production include the sketch, "If Men Played Cards as Women Do" by George S. Kaufman, "Highlow-brow" by S. Jay Kaufman, Eddie Peabody and his band, Borrah Minnevitich and his troupe of harmonica-playing boys, songs by the Geirsdorf Sisters and a group of songs in an Oriental setting by Anna Chang and other Chinese and Japanese artists.

Meanwhile, plans are going forward under the supervision of Monta Bell, production executive, for work to begin next Monday on "The Hole in the Wall", crook mystery play with a spiritualist setting. Robert Florey will direct.

Good Shots

A director, who spent three weeks in New York presumably to shoot street scenes, returned to the studio and showed the executives the results of his trip. He received congratulations after the showing, but one of the executives said, "these shots must have been made months ago, instead of last week, for I see that the 'Greenwich Village Follies' are still at the Winter Garden and 'The Man Who Laughs' is at the Central. I left New York two months ago and both these productions had left long ago.

It seems that New York had offered too many outside attractions and the director had gone to a stock film library and bought the footage.

STUDIO GOSSIP

Frank Ward Crane has been signed for an important part in "The Comedy of Life," starring Milton Sills.

William DeMille will direct "White Collars," screen version of the play produced in New York, as a talking picture, for M-G-M.

Helen Fairweather and Richard Bolder have been added to the cast of "Seven Footprints to Satan," by First National.

Jimmy Aldine is playing an important role in Pathe's "The Office Scandal."

Richard Barthelmess will probably make "Diversion" as his first picture under his new First National contract.

Lloyd Bacon, Warner Brothers director, has left Hollywood on a four weeks motor trip to Vancouver.

Loretta Young has had her contract renewed by First National. Miss Young is a protege of Colleen Moore.

Benjamin Glazer, head of Pathe's sound department, recently made voice tests of sixteen players in a single day for roles in "The Missing Man."

Frank Tuttle will make "The Studio Murder Mystery" as his first all-talker for Paramount.

George Archainbaud will direct Eve Sothorn in "The Miracle" for Tiffany-Stahl.

Charles Grapewin and Anna Chance start the first episode in Grapewin's Traveling Man's Vaudeville series for Christie, Dec. 3rd.

Evelyn Blanchard has sold an original to M-G-M, "Maymie Struts Her Stuff." It will be a talkie and Jimmy Gleason will do the dialogue.

R. William Neill has been given a contract by Columbia to direct for them.

Edward Everett Horton's two short talkers for Christie before beginning with Warners will be "A Cup of Tea" and "Meet the Wife."

Stuart Anthony has been signed by Columbia to write scenarios.

Harry L. Decker has had the option on his services renewed by Universal for the third year, as production supervisor of Universal feature comedies.

Julia Swayne Gordon will play her first part in a comedy in a Hal Roach two-reeler.

Ken Maynard will do "The Royal Rider" as his next picture for First National.

Paramount has failed to renew their option on the services of Lane Chandler.

SHUBERT'S 'WHITE LILACS' FIRST CINEPHONE PROD.

Original Cast in Current B'way Musical Comedy Starred in Talkie

"White Lilacs" the current Shubert Broadway stage success, is the first Powers Cinephone 100% dialogue picture now being shot and according to production schedule this current musical episode in the life of the great composer, Chopin, will be completed in sound film form within the next few days.

Work on the sound picture version of "White Lilacs" has been in progress at the Powers Cinephone New York Studio for the past several weeks but the title and nature of the subject had been withheld until it was learned that the sound picture version is being played by the original stage cast.

On the screen as on the stage, the leading roles are filled by Guy Roberson, Grace Brinkley, Allan Rogers and Maurice Holland.

Harry Revier is directing for Powers and Jack Livingston is in charge of production details. Joe Seiden is chief cinematographer, and William E. Garity chief technical engineer of the Powers Cinephone is in charge of sound recording.

Jannings in New Role

Emil Jannings' next starring picture will have an Alpine background, according to B. P. Schulberg, general manager of Paramount West Coast production, who today assigned Hans Kraly, adaptor of "The Patriot" to prepare the German star's new vehicle. Lewis Milestone will direct.

Colman's First Talkie

"Bulldog Drummond", the famous English crook melodrama, is to be Ronald Colman's first talking picture. It will be made throughout with dialogue. Richard Jones will direct. The picture version of this play will go into production within the next two weeks and will be Colman's second individually starring picture.

Joy With Arlington

Al Joy, noted English film comedian, has been placed under a three year contract by Leonard W. Horton, president of the Arlington Pictures, Inc., who plan to star him in a series of two reel talking comedies, which the Capital Film Exchange will release.

Basquette Freelancing

The contract held by DeMille-Pathe for the services of Lina Basquette has not been renewed. Miss Basquette will freelance.

"Kohinoor" Prod. Interests H. R. H. Queen Mary

LONDON—H.R.H. Queen Mary is reported interested in the production of a picture called "Kohinoor" by Geoffrey Malin, who is now in India completing his arrangements and which he will start active work on in January.

The picture will have a native cast of 5,000.

OPINIONS

By W. R. WILKERSON

WAITING

The small and medium sized exhibitor, being forced to wait for sound installation, though at first quite peeved on being told they could not get equipment for six or eight months, are now laughing up their sleeves at their inability to get a set at the time they wanted it so badly. Most of them have put in a non-synchronous device, using the ordinary talking machine records, after the picture had been cued by the piano player, the organist or some member of the staff. In so far as synchronization is concerned, this outfit is perfect. Of course, talking pictures are another thing altogether.

THE LAUGH

Several weeks ago when they got hot under the collar on being told they had to wait, this anger was caused by the thought of not being able to get "sound" quick. Now they have it, or have as much as they need temporarily, at one tenth of the price and by waiting they are placed in the position of finding out "what the thing is all about." In six or eight months (and that is the time it would have required for them to get their installations,) many things can happen. By that time it will be determined if producers are going to stick to two methods of recording, film and disc. One or the other might weaken thereby not making it necessary to get a dual set for sound. And too, there is bound to be a price drop, either in the type of sets now being installed or a different device manufactured that would satisfy the needs of the small house at a much cheaper price. Also there is the consideration that all present equipment might become antiquated in six or eight months with the improvements that are certain to take place all up and down the line of sound and talking pictures.

CONTENTED

Accordingly, these small fellows are contented. They are running sound pictures without having to pay sound rentals, are giving their audiences as much entertainment as they would get with the straight synchronized sets and under any conditions it would be some time before the talking picture would be ready for their exhibition. So what started out to be a "mad yell" is now a smile of satisfaction.

EXPRESSIONS

A person having been away from a motion picture set for the past few months, on returning would not know what the gang were talking about. He would have to learn new language. Old and familiar terms like "camera," "action," "hold that" and "cut," are now being supplanted by new expressions such as "red lights," "sound ready," "get the phase," "damping and 'overload.'" In addition to these we have the "dialogue consultant" crowding out the "gag man."

DAILY REVIEW

EXHIBITORS

Reg. U. S. Pat. Off.—Formerly Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 126

New York, Saturday, December 1, 1928

FIVE CENTS

Piffle Pete Wrong Again

By ARTHUR JAMES

Poison Pete Harrison has a genius for being wrong. In his current issue of his "Reports" he devotes a column and a half to this writer referring especially to an article in Exhibitors Daily Review entitled: "The Unholy Three". This article was a warning to my worthy contemporaries in the publishing field to lay off their whispering campaign. Pete interprets it as having been a warning to producers that unless they advertise in Motion Pictures Today and Exhibitors Daily Review we were "going to kick the bucket" and then he speaks of the ingratitude of producers and asserts, again wrongly, that Motion Picture News, Film Daily and Herald-World have been "receiving tons of advertising lately". He says Herald-World more particularly had to turn most of it away since the consolidation for inability to handle it. Pete can't see straight and can't count straight or he would know that the Herald in 1927 printed 1307 pages of film advertising and that in 1928, combined with the World, it has printed 1217½ pages.

If Pete hadn't an infinite capacity for being wrong he would know that in 1927 the News printed 1391 pages and that in 1928 it has printed 983 pages of film advertising, or 408 less pages with only a month in the year to go.

If Misconstruction Pete was not farsighted in one eye and nearsighted in the other he would know that Film Daily is 105 pages behind last year and that Motion Pictures Today in eleven months of the current year has published 107 pages more film advertising than in the entire year of 1927.

This record is approximately exact and we present it in refutation of the twisted statements of the potential banana peddler.

The rest of Pete's article is just about as accurate and therefore is not worthy of attention unless we may find time to regale our readers with comment later on.

Poison Pete is also Piffle Pete and there is no doubt in the world about that.

BRUNSWICK-VICTOR COMPANIES-- TIFFANY-STAHL IN R-K-O MERGER

Technicolor Sale?

Reports are coming through that RCA is angling for control of the Technicolor Corporation, or has already bought control.

On seeking confirmation, Judge Jerome of Technicolor denied that this is true and stated that his control of 70% of Technicolor stock has not changed hands.

MONTAGNE BRINGS PLANS FOR 'U' 1929 RELEASES

Edward J. Montagne, scenario head of Universal is en route to New York with details of Universal's releases for next year, beginning in September 1929. He will outline the program just O.K.'d by Carl Laemmle at Universal City, with home-office officials and sales heads.

Pathe Tries Complete Sound Service Plan

Pathe has decided to release complete picture unit shows in sound so that exhibitors will, if they desire be able to buy a feature, sound news reel, two reel comedy and short 1-reel filler, all in sound, all in one shipment.

This idea is along the lines of Universal's Complete Service Plan which has been in successful operation for many years.



HIRAM S. BROWN

Newly chosen leader of the Radio-Keith-Orpheum Corporation, which has taken over Keith-Albee-Orpheum and FBO, who takes up the reins, January 1st

FOX SOUND NEWS UNIT SAILS TODAY

The Fox Movietone Newsreel Unit consisting of Cameraman Fred H. Brutt, Soundman Clarence Ellis and Contact Man, Earl Allvine, which sails today on the Empress of Australia, will make the second special Fox unit now engaged on a world tour of sound photography.

(Continued on Page 2)

An Attorney Writes Us a Letter

November 30, 1928.

Exhibitors Daily Review,
25 West 43rd Street,
New York City.

Dear Mr. James:

I beg to acknowledge receipt of the letter written you by Exhibitors Review Publishing Co. complaining against your use, in connection with the Exhibitors Daily Review, of the words "Exhibitors Trade Review." After careful examination of the facts submitted to me by your office, I find that the Exhibitors Trade Review was acquired by Mr. George C. Williams on July 28th, 1923. This publication at that time was a weekly. That on or about October 5, 1925, Mr. Williams or the Exhibitors Review Publishing Co. started a daily, originally entitled Exhibitors Review and sub-

(Continued on Page 2)

Fishers—L. A. Young and T-S Officials Framing Deal in Detroit

Disc Control Sought

Everything points to the Radio-Keith-Orpheum taking over Tiffany-Stahl. The deal is on and will be set within a few days. It is said on the best authority that the Fisher Brothers are behind this new acquisition with R-K-O and is the first move in the contemplated assembling of at least two other companies.

L. A. Young, millionaire manufacturer of automobile springs, is the big money interest that has been behind Tiffany-Stahl since its inception. Young and the Fishers are very friendly. They are working out the details of the merger in Detroit now, together with Edward Smith, general sales manager and Grant Cook, general manager of T-F.

To Add Brunswick

It has been generally understood, but nothing as yet officially announced, that R-K-O have taken over the Victor Talking Machine Company of Camden, New Jersey. There

(Continued on page 2)

JERSEY MPTO VAGUE ON BROOKHART BILL

Sidney E. Samuelson, Chairman of the Board of Directors of the Motion Picture Theatre Owners of New Jersey, in giving the status of the New Jersey theatre owners organization, disclaims any affiliation with any national body and in concluding his statement remarks:

"In connection with the Directors' meeting, several matters of interest to Jersey Theatre owners, such as the Brookhart Bill, etc., were also

(Continued on page 2)

Emelka Scoop

One week before Emelka got the backing of the German Government to oppose UFA, Exhibitors Daily Review spread the news to the waiting trade. This is just another indication of the news service of Exhibitors Daily Review.

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

ARTHUR JAMES, Editor
W. R. WILKERSON, Publisher

Abraham Bernstein, Managing Editor; Herman J. Schleier, Business Manager.
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Most of our New York City subscribers are furnished their papers by carriers, in order that they will get a more prompt service than that given by mail. Subscribers will oblige by notifying us about any lapse in service.

J. Harrison Edwards, West Coast Representative, Biltmore Hotel, Los Angeles.

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour Street, London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

MAIN STREET

by

GORDON TRENT

Charles McCarthy, publiciteer for Paramount is in fashion as the gripe has him down for a week—Elmer Pearson is New Yorking and Motion Picture Club greets him frequently—Hiram S. Brown, new president of R-K-O dresses as smartly as the best attired film notables—Ed McNamee won the Thanksgiving turkey and it made 15 pounds more to carry home—J. D. Trop is back from the honeymoon and the congratulations are still coming in—Fred McConnell has departed for points middle and west to further the Universality of things until after the Christmas season — Many ask about me. They want to know who I am. This is embarrassing in view of the fact that I spent eight years on the Morning Telegraph writing and signing my stuff. Of course my trip to Africa took me away from the buzz of things but it's tough to come back and be asked who you are or who one is, as the South Africans so well express it. I ask the editor's pardon for this personal intrusion but the number of the inquiries while flattering are embarrassing beyond words. I am Gordon Trent of the Trents on Trent although that was a long while ago. And I am at your very personal service, now and then again—Jay Dee Williams and Sam Harris of London have been internationally amitying which is a progressive and constructive idea — Quinn Martin discusses the smaller forms of insect life with Peter Vischer—So does Tally—Fox not bridge—Joe Kennedy of the Boston Kennedys is shoving off from Hollywood for New York this week which must mean today—Au Revoir until the new week.

Brunswick-Victor Tiffany-Stahl in Merger

(Continued from page 1)

is a story going the rounds that not only Victor but Brunswick also will come under the guidance of R-K-O. If this is true, R-K-O will, practically have the entire talking record business tied up as Victor and Brunswick are the two leaders in this field.

Great Combination

This combination of the two chief record makers and R-K-O will bring the latter organizations the pick of the great artists of the world under contract to the former. It is said future contracts with those formerly recording with Vitor and Brunswick together with all other available talent, will be signed providing for the artists, in most cases, to make records for broadcasting through R-C-A and to appear on the vaudeville stage through the Keith houses and to work in pictures for the companies under the wing of R-K-O. Quite a hookup and a sensible one.

Warner-Pathe Deal

The talked of deal with Warners and Pathe joining R-K-O is not out by any means. All parties are still talking and an announcement at any minute making this a fact would surprise few.

Fox Sound News

Unit Sails Today

(Continued from page 1)

The first unit has already started for South American ports while the second, sailing today, will first touch at Madeira Islands, Algiers, Egypt and the Holy Land, and will supply the newsreel shots for the 3rd Weekly Edition of the talking newsreel, first issue of which is released today.

An Attorney Writes Us A Letter

(Continued from page 1)

sequently changed to Exhibitors Daily Review.

Thereafter and shortly prior to July 1st, 1926, Mr. Williams discontinued "Exhibitors Trade Review" and so notified the United States Post Office Department, pursuant to its second class permit and advised it would run two sections per month as a part of the Exhibitors Daily Review. This section 2 contained among other things, a subdivision known as "Theatre Management". Subsequently these sections were eliminated with the exception of Theatre Management, and again notice thereof was given to the United States Post Office department, that the Exhibitors Daily Review would be published daily except Sunday but would run one issue per month to be published as of a Sunday date; and on or about August 24, 1926, eliminated all reference to Exhibitors Trade Review.

About this time, the only publication put out by the Exhibitors Review Publishing Company and Mr. Williams, was the Exhibitors Daily Review with the Theatre Management section. The publication was continued in this manner until the end of October 1927. The first issue of the Theatre Management as a separate publication was the issue of November 1927.

Commencing in the Spring of 1928, the management of the Exhibitors Daily then determined to revive the name of Exhibitors Trade Review and in its daily publication, in small type directly underneath the words EXHIBITORS DAILY REVIEW, inserted the following words "Formerly Exhibitors Trade Review".

This designation and caption appeared on all subsequent issues up until the time you acquired this publication. Bearing in mind that each issue of the Exhibitors Daily Review, with this additional statement, in the masthead, carries the statement that it was duly published and copyrighted by the Exhibitors Review Publishing Corporation—pursuant to the terms of your agreement or purchase, this gives you the sole and exclusive right to use the words "Formerly Exhibitors Trade Review," and any use of the same or similar phrase by the Exhibitors Review Publishing Co. is an infringement of your rights; and as your attorney, I have so advised the Exhibitors Review Publishing Corporation.

Jersey MPTO Vague On Brookhart Bill

(Continued from page 1)

discussed. These discussions were in executive session and the only statement authorized for publication is the one above quoted.

"It would be interesting to know whether the M.P.T.O. of New Jersey favors the Brookhart Bill or not. Why they should hesitate to declare themselves and why the subject of the Brookhart Bill, which involves the freedom of the motion picture industry should be a secret matter is hard to understand."

Dea Organized

The Dea Film Corp., has been organized in New York, with Charles Lovecchio, Pres.; Jose Garza, V. P., Gino Calalano, Treas., and Sidney Sprague, Secretary. The company plans to introduce films with Italian backgrounds and with new screen players.

KAHN LEAVES M-G-M FOR FOX FOR. DEPT.

Henry W. Kahn, who for the past 14 years has been connected with Metro-Goldwyn-Mayer, in both the domestic and foreign fields, has joined the Foreign Department of Fox Film Corporation. Mr. Kahn has just returned from Germany where he supervised the Sales for Paramount, Metro and Ufa (Parufamet). He is well-known in both domestic and foreign fields.

Mr. Kahn will sail for Europe shortly to take charge of the affairs of the Fox Film Corporation in Sweden, Norway, Denmark and Finland.

German 1 to 1 Kontingent Remains for 1929

By Dr. R. OTTO

(Special Cable to Exhibitors Daily Review)

BERLIN—The Kontingent question is still under discussion by the Ministry of Economics and other trade associations. A regulation following the old lines of a one to one Kontingent will be issued before the end of the year for another twelve months. But being only temporary, it will neither satisfy producers nor importers.

PATHE EXCHANGE TO BE IN FILM CENTER BLDG.

Film Center, Inc., Abe N. Adelson, president announces the signing of a lease with Pathe Exchange, Inc., for a large part of the eighth floor in the Film Center Building located on the easterly side of the Ninth Avenue block front from 44th to 45th Streets. This lease is for a term of ten years, at an aggregate rental in excess of \$200,000, and possession is to be given about January 1st.

Adelson states that the balance of the eighth floor will be occupied by FBO Pictures Corporation and that with leases previously signed by Metro-Goldwyn-Mayer Pictures Corporation, First National Pictures, Universal Pictures Corporation and Educational Pictures, the building is fifty per cent rented above the ground floor.

Horace Judge Resigns

From 1st Nat'l-Pathe

Horace Judge, Publicity and Advertising Manager for First National Pathe, and, prior to the amalgamation of those companies, for First National Pictures, Ltd., a 9 year service, is to relinquish that post at the close of the current year, it is announced.

42 Minutes from Broadway



**THE GLORIOUS
HALF-MOON HOTEL
CONEY ISLAND N.Y.**

Sea Baths ~ Roller Chairs
Exceptional Restaurant
An Enchanting Hostelry
Offering Astounding Rates
\$3.00 Daily
\$65.00 Monthly

400 ROOMS WITH BATH!
Attractive Winter Rates
\$3.00 Daily \$65.00 Monthly

Sincerely yours,
(Signed) HARRY D. KOSCH.

PICTURE REVIEWS

"Power of the Press"

Columbia
Directed by.....Frank Capra
Featuring.....Doug Fairbanks, Jr.,
Robert Edeson, Philo McCullough,
Jobyna Ralston, Wheeler Oakman.

THIS ONE HAS EVERYTHING TO MAKE GOOD FILM ENTERTAINMENT. IT IS A NEWSPAPER-CROOKED POLITICS-MYSTERY STORY THAT HAS TRULY PICTURED NEWSPAPER LIFE. DOUG FAIRBANKS, JR. GIVEN A REAL CHANCE HERE DOES BEST WORK OF CAREER.

A cub reporter with lots of nerve and ambition is assigned to get the story behind the murder of the district attorney of the town. He fails to get inside the house, but catches sight of a girl escaping from the scene of the crime. He lands his first story, when he learns the identity of the girl, who is the daughter of one of the candidates running for Mayor. The published story ruins her character and the chances of her father to win the election. The girl wants the cub to effect a retraction in the paper and he is fired as a result. He picks up a clew on the outside and together with the aid of the girl they get on the trail of the real murderer, who is a tool of the opposition candidate for Mayor. Another girl who is hep to the murder is being kept under cover by the opposition candidate, but the cub cleverly gets to her and she spills the real dope on the murder.

The picture has plenty of action and suspense, and while there isn't much love story and Doug hardly classes as a Don Juan, the direction of the mystery elements puts the picture over.

"Power"

Pathe
Directed by.....Howard Higgins
Featuring.....William Boyd,
Alan Hale and Jacqueline Logan.

FAIR COMEDY. NOT MUCH STORY BUT GOOD BOYD-HALE FAN FILM. LIGHT AND AMUSING SHOULD GO WELL ON ANY PROGRAM.

Just what the title has to do with the picture must remain a mystery. Boyd and Hale are pals working on a dam who constantly rival each other for some gal's affections. Finally a gold-digger comes to town and plays them both for suckers getting their dough and making them come to blows over her. The gold-digger fools them and goes off with a third man and Boyd's and Hale's money. They then swear that never again shall a woman come between them and just then a beautiful pair of legs walk by.

Boyd and Hale do good work as the friendly enemies and Jacqueline Logan as the heart and brains of the picture, does pretty well. The direction is neat and while the picture is loaded down with titles, the reading matter is laughter producing and helps what little story theme there is, to get along. Boyd and Hale deserve better material than this production offers, but the picture won't hurt them as the "neighborhood" will.

"The Viking"

Kalmus—M-G-M
Directed by.....R. William Neill
Featuring.....Donald Crisp,
Pauline Starke, LeRoy Mason,
Anders Randolph.

Screen Play.....Jack Cunningham
A CORKING BOX-OFFICE ATTRACTION, ENTIRELY IN TECHNICOLOR, WITH ROMANCE, BEAUTY, ADVENTURE, LOVE AND HISTORICAL GLAMOR. EXCELLENT CAST AND FAIR DIRECTION. COLOR WORK FOR MOST PART 100%.

This is a tale of the much-feared Vikings of old in Greenland and a detailed account of how Leif Ericsson, down in history's pages as the first discoverer of America, made the famous voyage. The story starts with a raid of the Vikings in England the capture of a young and handsome noble, who is made a slave and taken first to Norway, where a Norse maiden under protection of Ericsson, buys the English slave and later falls in love with him. After quite a spell in Norway, Ericsson and his gallant crew of ruffians return to Greenland, where the English hero is made aide-de-camp to Ericsson. A religious quarrel separates Ericsson from his father Eric the Red and Ericsson steals enough food from the storehouses to outfit his vessel for the voyage to unknown lands. Egil, a Black Knight, who has always desired the Norse Maiden and resented the hero winning out in the race for her hand is caught red-handed in trying to kill Ericsson and is himself disabled. Land is finally discovered and the hero and heroine remain in the new land to begin their life.

With more careful editorial supervision and better direction, could have been one of the year's biggest As is, 80% of all audiences will like it, if it is cut down about a half-reel in length.

"The Masks of the Devil"

Metro-Goldwyn-Mayer
Directed by.....Victor Seastrom
Starring.....John Gilbert,
Theodore Roberts, Eva Von Berne and Ralph Forbes.

JOHN GILBERT SURROUNDED BY WOMEN IN A PICTURE THAT WILL THRILL THE GALS AND MAKE 'EM SEND FOR MORE PICTURES. DRAMA ON DRAMA FOR THE BENEFIT OF THE BOX OFFICE.

Gilbert portrays that "devil", Baron Reiner, suffering from too much money, women and a mirror complex. He finally manages to fall genuinely in love, however, with his best friend's fiancée, but not until one countless attempts suicide, one husband is shot to death and plenty of dirty work on the part of Reiner to get the virtuous gal in his powah by sending her sweetie on an expedition and managing to snitch their letters to each other. All ends well.

The production is gorgeously mounted and competently directed. Gilbert is fine, mostly, but sometimes goes decidedly ham, altho always the screen's perfect lover. Eva Von Berne is good but somehow fails to register. Theodore Roberts is of course, excellent.

Altogether, it looks like a money-

"The Somme"

NEW ERA
Directed by.....M. A. Wetherell
Photographed by.....Sydney Blythe
Literary Adviser.....Boyd Cable

A REALISTIC AND STIRRING REPRODUCTION OF THE ALLIES CAMPAIGN AGAINST GERMANY, BEFORE THE FINAL COLLAPSE OF THE CENTRAL POWERS. PRODUCED WITH OFFICIAL SANCTION AND COOPERATION OF BRITISH ARMY COUNCIL.

This record of a superhuman effort on the part of the Allies is thrilling and absorbing all the way, relieved here and there by the humor of the Tommies, Anzacs and South Africans. Advance after advance is shown, the taking of every inch of ground bitterly contested, to scenes of frightful slaughter.

Tank and machine gun scenes, as hundreds of men on both sides are mowed down, are impressive in the extreme and added scenes of the misery and discomfort of life and warfare in the trenches gives a faint idea of what the soldiers went through to achieve victory.

Several incidents of individual valor are portrayed, the Richardson bagpiper heroism bringing a laugh as well as a tear. Any theatres that feel that war films have not exhausted their welcome and whose patrons want something more than a love story, can play this one, provided one or two good comedies are on the bill.

"Manhattan Cocktail"

Paramount
Directed by.....Dorothy Arzner
Featuring.....Richard Arlen
and Nancy Carroll.

GOOD COMEDY DRAMA ABOUT BROADWAY AND ITS HEARTBREAKS. THRILLING CLIMAX. LAUGHS AND TEARS FOR EVERYONE. FINE SOUND ATTRACTION FOR ALL HOUSES.

This is the old story about the talented home town girl and boy who seek their fortunes in the big city on Broadway. The girl leaves the serious sweetie behind. After weeks of tramping the streets, she lands herself a job in the show that her hoover boy friend has gotten a part in, thru the producer's wife. The producer, is of course a dirty villain, but the hero, (serious boyfriend, writer of Greek plays and basketball coach) turns up in time and all ends well for the home town gal.

Dorothy Arzner has handled this very old theme refreshingly. There is a very feminine softness about the production but it is ably done and decidedly pleasing. Richard Arlen is more or less wasted on a very small part, for a hero to have. Nancy Carroll gives a good account of herself and has a pleasing voice. Danny O'Shea, as the hoover, does fine work. The titles are more than satisfactory and there are some good gags throughout the picture.

It is a good show and should do

"Small-Town Sinners"

Int. Forwarding Co.
Produced by.....Hugo Brahn
Featuring.....Asta Nielsen,
Herman Picha, H. A. Schlettow,
Marla Paudler.

GERMAN PRODUCTION MADE SOME YEARS AGO BY THE PANTOMIME COMPANY BASED ON FARCE COMEDY IDEA. TREATMENT OF STORY IS VERY HUMOROUS IN THE HEAVY CONTINENTAL MANNER — DIRECTION AND PHOTOGRAPHY NOT UP TO STANDARD AND MUCH OVER-ACTING.

This production gets off the beaten track and presents a very workable scenario, which lets down somewhat after its climax. An inn-keeper's wife is informed that a pension is to be paid to her old grand-father, long dead, so she borrows an old man from a neighbor to substitute for the departed. The neighbors exact all they can for the privilege of loaning their grandpop away and make life miserable for the inn-keepers. The Berlin man comes to pay the pension and falls in love with the inn-keeper's wife. Another admirer, in a fit of jealousy tumbles to the scheme and exposes the deception to the Berlin man, who promptly proceeds to vent his wrath on the owners of the hostelry. The inn-keeper, a timid soul, is induced by the meddler to divorce the woman, so that the meddler can get her, but instead, the Berlin man makes up with the wife and they leave the inn-keeper in the lurch.

Several excellent characterizations by the inn-keeper's wife, the old man, the meddler and the neighbor's daughter redeem an otherwise poor picture.

"Napoleon's Barber"

FOX
Directed by.....John Ford
Story by.....Arthur Ceasar
Featuring.....Otto Mattieson,
Helen Ware, Frank Reicher,
Phillipe DeLacy.

THE FIRST OF THE FOX-ALL-TALKIE PRODUCTIONS. THREE REEL IN LENGTH AND THOROUGHLY ENTERTAINING THROUGHOUT. SEEMED TOO SHORT. ADD TO THIS SUBJECT "THE BATH BETWEEN" THE TWO REEL CLARK AND MACCULLOUGH PICTURE AND YOU HAVE A CORKING PROGRAM.

"Napoleon's Barber" was taken from the stage skit written by Arthur Ceasar. Otto Mattieson plays Napoleon and Frank Reicher, the barber. Both are excellent. The main points of the story concerns the conversation and action of a village barber shaving Napoleon, not knowing who he was. The barber goes to great length to recite what a tyrant this Napoleon is, and what he would do to him if he ever got him in his chair. "The Little Corporal" takes it all in, after awhile his identity is disclosed, and he tells the barber to go over his neck once again. Needless to say this is done without any damage. John Ford's direction was exceptionally good, the photography could have been better. The picture is bound to please any-

And, History Will Repeat—

The original motion picture film ... workable long rolls...colored film base..duplicating film..panchromatic negative....the history of the important developments in American motion picture materials is a factful story of this Company's cooperation with the cinematographic industry.

Obviously an association that has borne such fruits in the past can be expected to repeat in the future. For 1929 the Eastman resources and Eastman cooperation are pledged anew to the further advancement of the motion picture art.

EASTMAN KODAK COMPANY

ROCHESTER, N. Y.

DAILY REVIEW

EXHIBITORS

Reg. U. S. Pat. Off.—Formerly Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 127

New York, Monday, December 3, 1928

FIVE CENTS

More on Pete the Pitiful

By ARTHUR JAMES

Pete the Pitiful has actually accused us of advising the Hays organization. This is high praise but it is undeserved. We have told the Hays body nothing save in print but if we can be accredited as partially responsible for their splendid work in behalf of the industry we should think at least twice before we should dodge the honor.

Times change and people change but Pete never does. He is the only man in the world who is eternally wrong. The language as we write and print it always means something else to Pete. We would for the sake of letting him know what is going on, print our entire paper in Greek but then we would be under Pete's handicap. We couldn't read it.

It seems odd to us that this man whose supreme ambition in life was to wear clothes made by Finchley should continue to befuddle and deceive a few exhibitors by presuming to advise them. He has opposed all independent exhibitor leadership if it failed to agree with his dumb dictum. Dictum comes from the Latin so the potential banana peddler will have to get out the old dictionary to know what it means—but we have to talk in our own lingo—including that plain English which Americans understand.

Pete's lack of understanding and his plain stupidity are his greatest assets. Exhibitors with that dumb feeling regard him as an understanding pal. His honesty I never have questioned. His enthusiasm for money I have never doubted. He got about \$6,000 from two companies for subscriptions and I never personally saw a knock on their pictures in his paper after that. It may be virtuous not to accept advertising but as my papers have earned advertising and still have told the truth and the whole world knows that to be true for all these years.

Pete as he seems to us is a wart on the body politic. He does nothing that is constructive, he simply remains prominent as a wart. If this industry or any part of it believes that the man who tears down has a place with us, all very well. We would even agree if the destroyer could or would replace his destruction with substantial suggestions and helpful comment. And that's that. Receiving from the compass' four

(Continued on Page 2)

KENNEDY PLANS BIG NEWSREEL MERGER FOR R-C-A SOUND SYSTEM

Phonofilm Apparatus in Canton, Ohio Runs RCA Photophone "The Toilers"

FOX GOING IN FOR STEREOSCOPIC FILM

(By Special Correspondent)

HOLLYWOOD—It is said that the Fox Film Corp., has taken over the George K. Spoor patents for his stereoscopic "third dimension" film and will shortly release a picture with this effect in addition to having it all in color and with full sound.

It is said that the stereoscopic film has been so perfected that no change in the regular projection outfit will be needed to project it. The effect is said to be a revelation and will cause even more talk than the recently instituted "sound".

CLAVERING SLATED FOR WARNER-F.N. PROMOTION

LONDON—Arthur Clavering, managing director of Warner Brothers in Great Britain, has been holding conferences last week with First National-Pathe officials and has been making quick visits to their branch offices throughout the country.

It is rumored that Clavering will direct the First National-Pathe affairs for Warner Brothers, although both concerns will carry on as separate entities.

Hiram Brown to Co-ordinate Huge Resources for R-K-O

Will Utilize \$71,000,000 Assets to Obtain the Best Entertainment

Hiram S. Brown, newly chosen leader of the Radio-Keith-Orpheum Corporation outlined his attitude and ideas with regard to the new field which he now enters, on Saturday. "We have the product," stated Brown, "and all we need is the co-ordination to sell that product to

(Continued on page 3)

Alhambra Theatre Claims Complete Interchange Success—Movietone Next

CANTON, Ohio — The Alhambra Theatre here on Saturday began a week's booking of Tiffany-Stahl's "The Toilers" which has been sound-ed by the RCA Photophone method, and which now runs over the theatre's Phonofilm apparatus, licensed by the General Talking Pictures Corporation, controlling the De Forest patents and Phonofilm machines.

Mr. Silverman, owner of the theatre claimed that the program, con-

(Continued on Page 2)

EQUITY ORGANIZING W. C. FULL BLAST

(By Special Correspondent)

HOLLYWOOD—Hollywood is filled with organizers for the Actors Equity Association. Meetings are being held every hour of the day between representatives of this organization and screen artists. Equity is said to be out for a "kill" this year, having flopped in their efforts to organize the picture colony last year and the year before.

(Continued on page 3)

Newsreel Heads Here Keeping Mum on Definite Acceptance

Hard Competition Worries

By SPECIAL CORRESPONDENT

HOLLYWOOD—There is a persistent report in Hollywood that Joseph P. Kennedy, leaving for the East tomorrow, is to head a gigantic news reel combine, the parties to the combination being the two Hearst News reels, one being released by Universal and the other by M-G-M, the Paramount News, Kinograms and the Pathe Sound News. All of these to be formed into "an associated press of the news reels" all to be released in sound via RCA and to be issued daily.

Long Contemplated

The formation of such a merger has long been contemplated due to the tremendous expense entailed in news reel manufacture and the great competition in this field. It has been said from time to time that there was not a news reel in the business

(Continued on page 3)

IDAHO EXHIBITORS FIGHT DRASTIC TAX

May Affiliate With Hone's Washington Organization

SEATTLE — Last Thursday, the Northern Idaho exhibitors who have formed themselves into an association, met at Spokane to perfect their organization and lay plans for scrapping the drastic state tax measure

(Continued on page 2)

Our Thanks-Mr. Boothby

Arthur James Exhibitors Daily Review, 25 West 43 St.

Please accept my heartiest congratulations for your very fine job of reporting the censorship meetings of the Canon Chase group in Washington.

Warren C. Boothby Treasurer First Nat'l Pictures, Inc.

T-S FORMS NEW TIFFANY PROD. CO. ABROAD

LONDON — Following the recent visit to England of L. A. Young, President of Tiffany-Stahl Productions, Inc., C. F. Bernhard has announced the formation of a new organization which will be known as the Tiffany Productions, Ltd.

This Tiffany outfit will build pic-

(Continued on page 2)

DAILY REVIEW

Reg. U. S. Pat. Off.
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London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour Street, London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

MAIN STREET

by

GORDON TRENT

Albert L. Godoy the Roxy of Mexico has been six months in Long Island City perfecting a balloon that will become solid. The trade thought he was in Mexico all the time—Randolph Lewis writes me he has licked the flu and is titling Pathe serials. There's a good man!—Phil L. Ryan has his phone number on his letterhead written thus GR. and it don't mean growl either — Louis Nizer, Executive Secretary of the N. Y. Film Board of Trade is in Cincinnati where his brilliant legal talents are now employed in straightening out an arbitration tangle—Ed Smith, Tiffany-Stahl's Sales impresario is back from Detroit feelin' fine — Emanuel Cohen, Paramount News Director, also Short Reels is, coming back to town today from a vacation in Maine—or was it business?—Max Hart, foremost representative of stage artists is going to open a department for screen talkie talent, I hear—Charlie Penzer, specialist in prize fight pitchers has organized a company for low priced sound equipment for small theatres —Wheeler tells me that Grubb Alexander writes in order to grubb Alexander — Jack Francis is back with Fox on the Coast—Milt Silver moves today with the big office overlooking Central Park — Charles Rogers makes for a subway with all the speed of a Kentucky Derby winner.

"What's Right with the Movies"

(Twenty-third of a Series by Industry's Leaders)

By WARREN C. BOOTHBY

Treasurer, First National Pictures Inc.

A score or so of years is all that marks the pathway of evolution of the motion picture from a mere experiment to one of our leading industries. Its phenomenal rise, within a relatively short space of time, gives proof conclusive that the motion picture possessed from the start, certain qualities and possibilities which have destined to make it great.

Great Amusement

One of the outstanding facts is that motion pictures today provide pleasure and recreation for a larger number of people than any form of entertainment in the world. The zeal with which the industry has built up and defended that enviable position has been demonstrated time and time again in the quality of the product which has been presented to the public.

At the outset, the motion picture industry fell victim to the usurious rates of the money lenders and many banks looked with disfavor upon

loans for motion picture companies. Later years found this situation slightly improved but the facilities for financing did not keep pace with the immense proportions which this industry was assuming.

Financial Genius

It became necessary to educate banks and other financial institutions to make them realize that the motion picture industry was founded on sound business principles and that its resources and reasonable expectancy returns represented definite collateral values. This was finally accomplished through the introduction into the industry of executives with a background of banking experience, who acted as liaison officers between their respective companies and the banks and who, by a proper presentation of facts and figures, established credit and widened the channels of restricted financing.

Excellent Credit

The result is evident today. Mo-

tion picture companies are able to borrow money to finance their undertaking on the same reasonable basis as any other established lines of business. The mere fact that most picture companies can borrow money today without putting up any collateral is the best indication of the changed order of things.

I believe that the improved facilities for financing are in large measure responsible for the advanced steps that are being made in the artistic side of the industry. The star can concentrate upon his or her art, unhampered by unjust financial worries. A skilled director who applies his talent and his energy to a costly spectacle can feel assured of a fair return for his work of merit. And the result is demonstrating itself in the constantly improving line of entertainment that the motion picture industry is offering to the world.

Idaho Exhibitors

Fight Drastic Tax

(Continued from page 1)

proposed in the legislature.

Among those present were M. Kenworthy, Moscow, who is president of the Northern Idaho unit; Eddie Rivers of Lewiston, F. F. Moe of Kellog, G. Myers, Wallace; Mr. and Mrs. F. C. Weskil, Sand Point; W. L. Casey, Bonners Ferry; Walter Hanson, Wallace and Fulton Cook, St. Maries. Jim Hone, secretary of the MPTO of Washington, was a guest.

The MPTO of Washington will probably be changed in name to the Allied Amusements of the Pacific Northwest at the convention to be called soon; and it is probable that the Northern Idaho unit will cast its lot with the Hone organization. For the time being, Jim is representing the Northern Idaho exhibitors in Seattle, and will make a political trip to Boise for them.

Phonofilm in Canton, Ohio Runs RCA "The Toilers"

(Continued from page 1)

sisting of "The Toilers" and three Phonofilm shorts, two of them, "The Nugents" and "Jazz vs Opera", was a huge success and in addition, by actual test, finds that Photophone pictures can run as easily on Movietone apparatus as well as on Phonofilm apparatus, both being the same, for all purposes.

Silverman has not run any Movietone scored pictures over his Phonofilm apparatus, as yet, but has several pictures, so scored, booked. The first is "Mother Machree" with Fox-Case Movietone scoring and dialogue which he expects to get next week. He does not anticipate any trouble or refusal in getting Movietone scored product, and believes, as an alternative, he would have to cancel his entire Fox contract, if it doesn't come through.

T-S Forms New Tiffany

Productions Co. Abroad

(Continued from page 1)

ture studios in England, patterned after American studios, and will also distribute Tiffany-Stahl pictures in England. Four British Tiffany pictures are being scheduled.

35 Salesmen have been engaged to start selling dates for the new program, which will include the entire Tiffany-Stahl lineup in addition to the new four British pictures. These last four will be distributed in America and Canada through T-S exchanges.

Grant L. Cook, a partner of Mr. Young's has been busy acquiring and organizing a chain of theatres and exchanges throughout the continent. It is the intention of the Tiffany organization to trade show the pictures throughout the country in groups of six, each group to contain one of the super-special productions. William F. Husband will be in charge of publicity and advertising.

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PENN 1258

MORE ON PETE THE PITIFUL

(Continued from page 1)

points pleasant words about Jimmy Cron we are sparing his blushes by refraining from arranging them in display form. This then will serve to thank those pleasant friends of all of those telegrams now in his mercy on their souls for Jimmy has us and of him and may heaven have pockets.

Revier's "Scintalant"

Harry Revier, directing a Broadway play for Powers Cinephone in New York, has devised a sound film treatment which intensifies sound recordings and safeguards the sound track from scratches. The process is called "Scintalant."

Classified Advertisement

Advertisements in this section, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

FOR SALE

LOCAL FILMS

MOTION PICTURES MADE TO order. Commercial Home or Industrial. We have excellent facilities and the best cameramen. Our price, 20c per foot. Ruby Film Company, 727 Seventh Avenue, New York City.

MOTION PICTURE AND "STILL" cameras rented, sold and exchanged. Portable lights for sale and for rent. Keep us advised of your wants. Ruby Camera Company, 727 Seventh Avenue, New York City.

BUSINESS OPPORTUNITIES

WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

Warner Stock Called In

Warner Brothers Pictures Corporation's A stock was called in Saturday at \$17 a share. Trading in the stock on the Stock Exchange ceased on Wednesday and transactions yesterday were for cash. Until the close of business today, the stock will be convertible, share for share, into common stock, which sells around \$127, by presentation at the New York Trust Company. Failure to convert it would mean a loss of \$110 a share.

Loew New Year Bills

Novelty programs are being arranged for special midnight performances New Year's Eve in practically every Loew Theatre in Greater New York. A number of the theatres will sell reserved seats for this special performance, including Loew's Oriental, Metropolitan, 46th Street, Bay Ridge, Bedford, Willard, Premier, Palace, Hillside, American, Gates, Commodore, Fairmount, National, Boulevard, Grand, Lincoln Square, State, Newark, N. J., Orpheum and Victoria Theatres.

MUST SUBMIT TALKIES TO ENGLISH CENSORS

It has just been announced in London that the British Board of Film Censors is to continue to act as sole censor on talking and sound films in addition to silent films, the Department of Commerce learns.

There was some question as to whether the Lord Camberlain's theatrical censorship department should be represented when talking films are being reviewed, but other consultations among the authorities concerned it was decided that talking films should be judged as ordinary films, and that at present there was no need for theatrical censors to view them, according to Trade Commissioner William M. Park, London.

The Board of Film Censors have decided to issue a special certificate to distinguish talking from silent films.



TRAVELERS select the Great Northern for its wonderful location in Chicago's "loop". They return because the large comfortable rooms, homelike environment, attentive service, excellent food and moderate charges make it an ideal hotel.

400 Newly Furnished Rooms, \$2.50 a day and up. Sample Rooms \$4.00, \$5.00, \$6.00, \$7.00 and \$8.00.

Walter Craighead, Manager
DEARBORN STREET FROM JACKSON
TO QUINCY
New Garage One-Half Block

10 FIRST RUNS IN SEATTLE-5 CLOSED

Change of Gay White Way Leaves 3 Houses Stranded

SEATTLE — Despite the closing down of five downtown theatres, Seattle still ranks considerably ahead of any other Pacific Northwest key center in first runs.

Ten first-run houses remain operating here, including the Winter Garden, Universal's house which plays about half first-runs and the other, seconds; and also the Embassy, which has recently jumped from a strictly first-run house to using seconds occasionally.

The houses now idle are the new Mayflower at Seventh and Oliver, which has never opened. At present workmen are leisurely finishing up the decorating and furnishings, it is said, with no indications of an opening at any early date.

Over between Pike and Pine on Eighth Avenue is the closed Olympic Theatre, which is rented out occasionally to some fellow who can't get his film or show over in any other downtown house.

The closings also include the Liberty, old J&V money-maker on First Avenue; the Strand, another old J&V house, which is downtown on second Avenue, and the Columbia, Universal's house on Second Avenue. The Columbia may be reopened with a change of policy, but nothing definite is known of a reopening scheme at this time.

With the change of the "gay white way" from First and Second Avenues on over to Fifth—where the Coliseum, Orpheum, Hamrick's, Blue Mouse, Hamrick's Music Box and the Fifth Avenue hold sway—it left the Liberty, Strand and Columbia with a rapidly dwindling clientele. The Columbia (as a first-run house) was the last to succumb.

Hiram Brown to Co-ordinate Huge Resources

(Continued from page 1)

the people at the lowest possible cost and at the most advantageous prices. As I see it, selling entertainment, if you have the goods, as the Radio-Keith-Orpheum has, is just the same as selling anything else. We have the Keith-Albee-Orpheum Circuit of theatres with their reputations for good entertainment. We have the Photophone rights of the Radio Corporation and, added to that, we have the pictures of the FBO Productions Company.

"It is safe to presume" continued Mr. Brown, "that whatever advancement there is in the development of the sound film, our organization will have better than an even chance to produce it. We hope to develop new talent on the stage, and to advertise it by broadcasting. In other words, the object is to obtain the best there is in the entertainment field and then give the artists and the public the benefit of that talent. We will seek out and bring before the public all of the great personalities of the theatre many of whom may have remained in the background. And we can do this through the greatest facilities ever obtainable for such an enterprise."

FIFTH WEEK!

"Ten Days That Shook The World"

Produced in U. S. S. R.
by SOVKINO OF MOSCOW

Director S. M. EISENSTEIN who directed the famous "POTEMKIN"

"It is a master-piece—a triumph of direction."

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N. Y. World

"Out of the ordinary."
Exhibitors Daily Review

"A Magnificent Russian Film—The Fire of Perfection spreads across the screen."

John S. Cohen, Jr.
N. Y. Eve. Sun

"Impressive—Sweeping."
The Film Daily

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Bryant 7680

Kennedy Plans Big Merger For RCA Sound System

(Continued from page 1)

making money and some kind of a combination had to be effected. The decision, if there has been one, to merge these news releases was probably brought to a head by the announcement of William Fox to issue a daily release of Movietone News.

No Confirmation

The Daily Review's efforts to get some kind of confirmation to this contemplated combination was to no avail, Edward Hatrick, Hearst's representative being out of town. Colvin Brown of Pathe said he had heard nothing about it and did not think it probable, R. V. Anderson in charge of the Universal News reel said "there is nothing to it", Cohen of Paramount and Capt. Bains of Kinograms were out of town.

Equity Organizing W. C. Full Blast

(Continued from page 1)

Great Opportunity

Equity feels that the iron is hot due to the advent of talking pictures, as studios seem to be under the impression that a stage player is much to be preferred over screen artists in the casting of the "talkies" and with the knowledge that most every actor or actress from the stage is a member of Equity, the rest will be easy. They feel confident of being able to perfect an organization this year and this being done, a closed shop will be ordered at which time a demand will be made on all studios, both East and West, for better working conditions for the screen players, etc., etc.

Strike Probable

Local Equity officials are already talking strike. They think they have the upper hand now, for the first time, and intend to press the issue as quickly as possible. Studio heads are considerably upset and ways and means to protect themselves against this onrush are being devised.

Universal Lists 26 Sound Features for 1929

Montagne Brings Full List of Titles—Stars And Directors

\$5,000,000 PROGRAM

By J. HARRISON EDWARDS
West Coast Correspondent

Universal, as has already been announced, is launching a \$5,000,000 sound picture production plan, and the present trend of events in the picture industry makes it practically certain that Universal's major release schedule, including the super-pictures, the specials and the Jewels, all will have sound next year. This situation makes it certain that Montagne has been instructed by Carl Laemmle to be on the look out for outstanding sound picture vehicles to complete the production schedule now being formulated.

The Laemmle organization's enviable status as regards material on hand for coming production embraces a wide variety of popular novels, stage hits, stories and original conceptions. Among the projected pictures are the following:

"The King of Jazz," a super-sound picture starring Paul Whiteman, noted jazz orchestra leader, with music by L. Wolfe Gilbert and Marian Wayne, and story by Paul Schofield.

"The Minstrel Show," a super-sound picture starring Eddie Leonard, world-famed minstrel man, from a story by Norman Sper and George Rogan.

"The Climax," from the famous stage play by Edward Locke, with a special theme song by Victor L. Schertzinger, and directed by Renaud Hoffman.

"The Great Cinema Murder," a sound special, from a story by Leonard Fields, adapted by Will Chap- pel.

"Barnum was Right," a sound and dialogue adaptation of the popular stage success by Philip Bartholomae and John Meehan.

"The Bargain in the Kremlin," by Sir Philip Gibbs, in which Joseph Schildkraut will be starred under the direction of Edward Sloman.

"The Shannons of Broadway," with James Gleason, from the Broadway stage hit, to be directed by Wesley Ruggles.

"The Drake Murder Case," by Charles A. Logue, to be directed by Edward Laemmle, melodrama and thrill expert.

"The Luxury Husband," an ideal sound picture vehicle from a story by Maysie Grieg.

"The Haunted Lady" by Adela Rogers St. John, which will have Laura La Plante, star of "The Cat and the Canary" and "The Last Warning" as the star, directed by Wesley Ruggles.

"Flaming Daughters," from a story by Beatrice Van.

"Eric the Great," with Conrad Veidt and Mary Philbin, from a story by James A. Creelman, directed by Paul Fejos.

"The Last Act" from a story by Joseph Swerling.

"Grease Paint," by Svend Gade.

"The Geezer" by Damon Runyon.

"The Spring Shower" by Ilona Fulp, starring Mary Philbin.

"Children of the Sun," a Maori drama made in New Zealand by Alexander Markey.

STUDIO GOSSIP

Frederick March, leading man of the stage, has signed an agreement with Paramount calling for his exclusive services in talking films.

Lia Torre, Fox contract player, has written a story with Vicomte Julio de Moraes, which will be made into a picture with herself in the leading role.

Ed (Strangler) Lewis, wrestling champ will play the lead in a picture to be made in Rome, "The Gladiator."

Collette Merton, Dixie Gay and Edward Clayton have been signed for important roles in F. N.'s picture, "That's A Bad Girl."

"The Wolf of Wall Street" will be a one hundred percent dialogue film. This picture stars George Bancroft.

Rose Tapley, former Vitagraph actress, will have a part in Universal's "The Charlatan."

Robert Vignola is directing his second picture for FBO. "The Red Sword," featuring Noah Beery.

Holmes Herbert has been given the lead in "The Charlatan." It was originally planned to have Conrad Veidt in this part.

Richard Barthelmess will be heard singing the theme song in his next picture, "Weary River."

Aileen Pringle will play the part of the vamp in Marion Davies' production of "The Five O'Clock Girl."

Fejos' cast for the filming of "Broadway" is now complete and production on this Universal special will soon start.

Stan Laurel and Oliver Hardy and a White Horse are to be featured in another comedy shortly by Hal Roach.

"Man Hunt" by Harry Hoyt.
"No Place to Love," starring Mary Philbin, from a script by Will Chap- pel.

"Why Girls Walk Home" from a story by Inez Gregg.

"The Braggart," starring Jean Hersholt, from a story by Benjamin S. Kutler, directed by Edward Sloman.

"The Worm Turns" by Ward Russell.

"Campus Kisses," starring Arthur Lake in a story by Colin Clement and Will Chappel, directed by William Luddy.

"The Girl Dodger," another starring Arthur Lake, from a story by J. G. Hawks.

"The Boy Wonder," a third Arthur Lake starring vehicle.

"The World To-Morrow," a novelty feature of exceptional interest and entertainment value, written by Leonard Fields.

KENNEDY TO FINANCE NEGRI-SHAW PICTURE

From England comes the news that Pola Negri, after conferring with George Bernard Shaw at his home in London, has obtained the consent of the world-renowned author and playwright, to the filming of his play "Caesar and Cleopatra," in which Pola will play Cleo.

It is very evident that J. P. Kennedy will finance the production of this film and handle the distributing arrangements. The picture will most likely be made in England. Kennedy holds a personal contract with Miss Negri for her exclusive services.

Brown with Glazer

Anthony Brown, who has been connected in executive capacities with various theatrical producing organizations in New York City for a number of years, has been signed by Benjamin Glazer, head of the Pathe Studio sound division to work on the company's future dialogue attractions.

"Glory" in Sound

With the withdrawal of all existing prints on "What Price Glory" it is hinted that the Fox organization will make an all-talking version of this production for release next year.

Roach to Direct

Hal Roach, producer of some of the best comedies being made, has decided to take up the megaphone once more and personally direct a picture. It will presumably be a comedy and will have sound effects. Nina Quartero, Charles Rogers, Vivian Oakland and Ed Kennedy, have been signed for parts in this production.

Bancroft to Talk

Paramount has decided to dialogue and synchronization in "Black Eagles," George Bancroft's next starring picture. Esther Ralston will be co-featured with Bancroft and of course, both will have speaking parts.

Lily Damita Loaned

Lily Damita, the French actress that Samuel Goldwyn brought to this country to play opposite Ronald Colman has been loaned by him to Metro-Goldwyn-Mayer to play the leading feminine role in "The Bridge of San Luis Rey." Miss Damita will have the part of the Spanish dancer. Charles Brabin will direct.

"Phantom" Ban Lifted

LONDON — The Cinematograph Exhibitors Council has rescinded its ban on Universal's "The Phantom of the Opera" after 4 years, as a result of Carl Laemmle's appeal, and is beginning bookings for the first time.

OPINIONS

By W. R. WILKERSON

IN THE BANK

We hear that Abram F. Myers has told Al Steffes and his affiliated exhibitors that he will not accept the job of leading their organization, that while the money they have offered is O.K., he wants to see the color of it before he signs the papers. In other words, Mr. Myers, having been told of the experiences of Jimmie Walker and Aaron Sapiro, wants his money banked before he would take over the work. This ultimatum sort of slowed up these exhibitors and placed a different aspect on the situation.

GREAT INTEREST

Ziegfeld, the Shuberts, Erlanger, George White, Arthur Hopkins and, as a matter of fact, all stage producers have suddenly become greatly interested in motion pictures. This interest has been aroused by the advent of talking pictures. They feel "those picture fellows" are going a bit too far and will soon be on the toes of the producers of stage attraction. We were told an indignation meeting was called last week and a committee was appointed to look into this intrusion. Edgar Selwyn, we hear, is soon to leave for Hollywood in order to make a thorough examination of talking picture conditions for this group of theatrical managers.

HOWARD HUGHES

The boy producer of Hollywood and known to everyone connected with West Coast production as "Santa Claus" is reported to have bought the picture rights to "Front Page" with the intention of bringing this great stage hit to the screen in its original form. If this is the case, most of the screens throughout the country will burn up with the scorching dialogue of this production. However, there is hardly a doubt but that Hughes will be compelled to eliminate at least fifty percent of the lines now used on the stage. But it is hard to tell just what this fellow will do for he is still all hot and bothered at the treatment "The Racket" received at the hands of several censor boards.

RADIO-KEITH-ALBEE

This Radio crowd seems to be stepping high, wide and handsome. You hear them mentioned in almost every contemplated deal, and are certainly in the "talk" wherever a deal is started. We hear that not only are they going to take over the Victor company, but that Brunswick is to be added to their organization. Both Warners and Pathe are in and out of this picture also.

Sarnoff and his gang, realizing they have to work fast, are leaving nothing unturned. They can't forget the opportunity they "muffed" a few months ago when, with the single scratch of a pen they could have had every important producer making pictures via their equipment, but they stalled a little too long.

DAILY REVIEW

Reg. U. S. Pat. Off.—Formerly Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 128

New York, Tuesday, December 4, 1928

FIVE CENTS

That Pathe Sound Idea— Et cetera.

By ARTHUR JAMES

With the brand new application of a showmanship principle that founded the success of motion picture exhibition, Pathe has devised a Show Sound Unit program that brings practical show plan to the door of the small theatre, the middling sized theatre and, quite possibly the big theatre. In the first several of these units there is assembled an opening overture, a newsreel in sound, a short drama, synchronized according to its requirements, either with dialogue or music or both, and a comedy with sound. Variations of an added drama or cartoon comic and novelties make a complete meal of entertainment and the exhibitor gives the whole show from the projection booth.

This looks like fine show progress to us and it is so down to earth that you can put your hands on it. A dozen years ago the balanced program brought the crowds into the motion picture theatres and they came regularly. They developed the habit of attendance because they were served with a constant variety of fare and always with a full meal.

This Pathe plan uses the basic principle of this proved success method, enlarges it, improves upon it, gives it class and the extra attraction appeal of good sound accompaniment.

George Jean Nathan has pulled the beard from the present stage—legitimate they once called it before the movies showed them legitimacy—and finds it, in the current American Mercury, to be “so unspeakably rotten that there is no use mincing matters”. He says Mae West has done more to bring on theatrical censorship than any hundred persons before her but we pause to note that the public power has been adequate to the Mae West situation, filthy and rotten as it has been. We are moved to commend Mr. Nathan for his frankness but to chide him on his vulgar rather than strong treatment of his subject. Rowdy and filthy language we should leave to Tully of the Jarnegans, and the hooligans. It was never anything but false hair on the chest of a weakling.

And Nathan seeks to identify all the influential persons he attacks by allusion, reference and innuendo

(Continued on Page 2)

Exhibitors Offered Cheap Installation of Reeltone Disc For \$150 and \$30 a Week

AMUS. STOCKS DROP —WARNER HITS HIGH

A hectic market yesterday caused some sorrow among speculators in film stocks, when the Keith-Albee-Orpheum Preferred stock dropped 11½ points to 132, the year's high having been as much as 160. The common, also dropped 3 points going to 44½.

The newly organized Radio-Keith-Orpheum slipped 3¼ points to 44½, having only opened on the market several weeks ago, at 50. Victor Talking Machine went off 3½; Radio Corp. of Amer. off 2½. Warner Brothers gained 6¼ and went back to its high mark of the year, 135.

The probable cause of the drop in Radio-Keith-Orpheum and Keith-Albee-Orpheum was the issuance of the financial report for 8 months of 1928, which showed a loss of \$1,064,278.

COMERFORD OPENS FIRST SOUND HOUSE IN PA.

SCRANTON—The Comerford Theatres, Inc., last night opened probably the first theatre ever designed and built especially for the exhibition of sound pictures, in the East.

It is the Rivera Theatre seating 1250 and a new departure in the interior of the theatre is the fashioning of the round style of architecture instead of the square or hexagonal form of acoustic reception.

Tri-State in Memphis Pass MPTOA Affiliation Resolution

1ST NATIONAL BOOKS TWO IN PARAMOUNT

First National has booked two of its productions in the New York Paramount Theatre. They are “The Haunted House” and the Colleen Moore picture “Synthetic Sin”. “Haunted House” will play the week of Dec. 22. No date has yet been set for the other.

A New Pair of Shoes?

(From New York Times)

“Mrs. Coolidge sang “Angela Mia” last night for a Fox Reeltone record and also walked about playing with her dogs”.

And we have it on reliable authority that this was not an ad for Allens Foot Ease.

FOX BUYS CENTRAL THEATRE SITE

William Fox has bought the ground and buildings located at the corner of Broadway and 47th Street, that now houses the Central Theatre and a theatre brokerage office. A 2,500 seat theatre and 20 story office building will be constructed.

‘MY MAN’ OPENS DEC. 20 AT WARNERS THEATRE

Warner Brothers will withdraw their Vitaphone production “On Trial” at the Warners Theatre around December 20th, to make room for the Fannie Brice production “My Man”, print of which has arrived in New York.

The premiere will take place on Friday, December 21st, four days before Christmas. Fannie Brice and Archie Mayo the director will attend the opening.

Interchangeability of Records Demonstrated— Suitable for Any House

By W. R. Wilkerson

Exhibitors now seem to have an opportunity to get sound and talking pictures at a price within the reach of every theatre regardless of size or location.

A demonstration was given yesterday in a local projection room on the Reeltone apparatus, which sells for an initial installation cost of \$150 and a weekly charge of \$30. From the demonstration seen and heard, it has as perfect a synchronization as any machine yet put on the market and although the tonal qualities of this first public showing did not measure up to the qualities of others, on investigation, this writer found that the horns were set on one side of the projection room with the sound being thrown against the other and for this reason it was a bit difficult to hear all the spoken words. But when the horns are set in back or in front of the screen with the sounds going directly to the audience, it is our impression the audible expressions will be heard with perfection.

(Continued on page 2)

GAUMONT LOSES LICHTSPIEL DEAL

By Dr. R. OTTO

(Special Cable to Exhibitors Daily Review)

BERLIN—The story that the Deutsches Lichtspiel Syndicate would be bought by Gaumont British has not been substantiated.

This association of exhibitors, counting about 700 members, for the purpose of joint production and distribution of pictures is looking for capital.

All of its assets are held by the Nontan Bank which advanced a million marks and would now like to withdraw. A music publishing firm in Munich is prepared to give as

(Continued on page 2)

Richard Thomas Here

Richard Thomas, Hollywood producer is in New York. Thomas last year developed a color process for films.

(Continued on page 2)

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

ARTHUR JAMES, Editor
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J. Harrison Edwards, West Coast Representative, Biltmore Hotel, Los Angeles.

London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour Street, London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

MAIN STREET

by

GORDON TRENT

Vice President H. M. Walker of the Hal Roach Studios will be in town another week before dashing back to the Coast—More than one man's eyes in this town went moist when word came of the death in California of Edward Connelly, one of the splendid character actors of the screen. He was a fine friend and an intelligent and conscientious player—A man wears collars if he be wise, according to his neck. Therefore Lou Metzger wears 'em low and comfortable and Will H. Hays wears 'em high and affable—Chidnoff is making a timely display of portraits (his own taking) of John Barrymore and his bride Dolores Costello. Fifth Avenue is getting the treat—Adolphe Menjou came to town to resist the suit of an agent who wanted commissions on something. Adolphe has one more picture to do for Paramount and he has six months in which to do it. This will not be a talkie—Howard Hughes expects to finish "Hell's Angels" by March first or six months after starting it — Roxy's broad smile is due to the favorable opinion of the intelligent critics on his Ela Barate stage shows—Little "Fox" Blumenthal figures his negotiations for the 103 theatres for the Fox absorption as so well in hand that he will be out of the trenches by Christmas with a neat one million bucks in the kick as commission—Sol Raives' sale of the Grammercy Theatre went to a novice—Walter Reade only asks \$24,000,000 for his 23 houses in Jersey—Howard Dietz is in Chicago — Col. Clarke has returned from England and is heading for Canada in the matter of the Bairnsfather picture—Si Seadler is making an honesty test instead of playing the market. The test is secret until it is proved Okay or Kayo—

PODOVKINE TO USE TONEBILD TALKIES

BERLIN—Two Continental directors of note have gone talkie and will direct their future efforts in this channel. They are Poudovkine, the eminent Russian director, who recently visited Walter Ruttmann in Berlin.

Ruttmann demonstrated for Poudovkine his new sound-film "Sound-wave", using the Tonebild Syndicate method of recording. Poudovkine declared the sound pictures are the beginning of an entirely new direction in art and stated his next picture, from Emile Zola's "Germinal" will contain sound effects.

HOLLYWOOD PICTURES--ROSS--IN FILM CENTER

Leases in the new Film Center building at Ninth Avenue, 44th and 45th Streets, N. Y., are going fast. The latest deals announced by A. N. Adelson, president of the Film Center, Inc., are with the Hollywood Pictures, Inc., distributors of Columbia Pictures, for part of the tenth floor.

The Herman Ross Enterprises have taken quarters on the fourth floor, for offices, vault and shipping facilities. The Hollywood Pictures deal is the first of the independent film companies to follow the lead of the national exchanges. They have taken a lease for five years at a rental in excess of \$30,000.

THAT PATHE SOUND IDEA

(Continued from page 1)

while being very nameful and bitter about Mae West, already arrested. If George Jean has the courage his language would make us hope for, let him give us the names he veils. If he fears libel he is no critic. If hasn't the facts he shouldn't write. *This bold and fearless warrior has a spine that calculates and a liver that only masquerades as red.*

Exhibitors Offered Cheap Installation of Reeltone Disc

(Continued from page 1)

Warners Interested?

The fact that Walter J. Quigley, vice president and general manager of Vitaphone was a spectator at this audition lends some interest to this new device. Some thought that this might be the cheaper device that rumor had Warner fostering. This, however, was denied by both Warner officials and Nat Nathanson of the Reeltone company.

The pictures used for this demonstration were two short subjects produced and recorded by one of Western Electric's licensee's and demonstrated without any doubt the interchangeability of the Reeltone machine.

Poland at First National

Joseph Francis Poland, for two years with Universal, started work last week at the First National studio making an adaptation of the story "Two Weeks Off" which is to star Jack Mulhall and Dorothy Mackaill.

Universal Releases Desmond Thriller "The Mystery Rider"

Universal this week is releasing a new William Desmond chapter-picture. It is "The Mystery Rider," a ten episode thriller of the West with the serial star in a dashing dual role similar to the roles he played in past serial successes.

"The Mystery Rider" is the fourth of a series of western mystery chapter-pictures starring Desmond and which have been exceptionally popular, according to Fred J. McConnell, sales manager for short products for the Laemmle organization. The first of this series was "The Riddle Rider," released several years ago and which hit a new note in serial entertainment.

Desmond has built up a made-to-order patronage for this serial by a series of personal appearances he has been making in theatres throughout the country for the past year.

Pathe International To Sell Color Films

A. George Smith, managing director of Pathe International Corporation's London office, has just announced that negotiations have been completed whereby P. I. C. will distribute in Great Britain immediately 6 one-reel color films produced under the Blattner Keller-Dorian system.

Tri-Sate in Memphis Pass MPTOA Resolution

(Continued from page 1)

about the aims of the revitalized national exhibitor association.

The Directors authorized the payment of the affiliation fee to the M.P.T.O.A. Reports of officers indicated that the membership drive of the Tri-State group was meeting with splendid success.

Gaumont Loses

Lichtspiel Deal

(Continued from page 1)

sistance if the syndicate buys the screen rights of the light opera librettos and scores the firm owns.

The D.L.S. has in fact ceased to be a producing and renting association of independents and has developed into an ordinary renting concern, the future of which will be worth watching.

12 With Zuro

Maurice Manne, effect director, associated with Josiah Zuro, musical director of Pathe sound pictures at the Sound Studios in New York, employed a corps of twelve sound effect men for the synchronizing of "Stage Struck," the second Aesop Sound Fable now ready for release by Pathe. Paul Terry's "leading man," Farmer Al Falfa, puts over a banjo solo in this release.

Thew on Next Swanson

Harvey Thew has been commissioned to make the screen adaptation for the next Gloria Swanson picture. As yet no title.

OKLAHOMA BRIEFS

By WILLIAM NOBLE

Tiffany-Stahl Productions has moved into the Film Exchange building at Dallas, Texas.

B. C. Howell & Sons three theatres at Coleman, Texas are being prepared for sound equipment to be installed in the near future.

The Circle theater owned by M. A. Momand will open at Capitol Hill, Okla. City, December 10th.

Griffith Bros. will open their new Sooner theater at Norman, Okla., December 20.

A. F. Dickinson of New York, chief of the Hays organization conservation department is in Oklahoma City inspecting exchanges.

The new Best theater at England, Ark., will reopen Dec. 20, replacing the old Best that was destroyed by fire some time ago.

Roland Siegle will open his new theater at McGehee, Ark., soon.

H. A. Williams is wiring his new theater at Lawton, Okla. for sound procedure.

The Pastime Theater opened Nov. 24 at Hamburg, Ark.

The New Theater at Star City, Ark., has closed indefinitely.

Feyder in Town

Jacques Feyder, noted French director, arrived in New York yesterday on the Ile de France. He will remain in the city only a short time before leaving for the Metro-Goldwyn-Mayer studio, to begin work under terms of a contract signed last spring. Pictures directed by Feyder include "Faces of Children", "Shadows of Fear" and the Raquel Meller "Carmen."

Classified Advertisement

Advertisements in this section, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

FOR SALE

1200 UPHOLSTERED THEATRE Chairs, 1000 Veneer Theatre Chairs, 500 Upholstered Chairs with spring seats, panel back. Also all make REBUILT projectors, spotlights, reflector lamps, screens. Everything for the theatre at bargain prices. AMUSEMENT SUPPLY CO., INC., 729 7th Avenue, New York City.

BUSINESS OPPORTUNITIES

WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

U. A. "LOVE SONG" HAS TROUBLES

OPINIONS

By W. R. WILKERSON

Griffith Re-Shooting for Third Time Says "There Ain't No Santa"

By J. HARRISON EDWARDS
West Coast Correspondent

The most dejected individual in all Hollywood today is "the old master" D. W. Griffith. He is walking around talking to himself in words that seem to indicate that he has reached a crisis in his career as a director of motion pictures. All because he was forced to do, re-do and still do some more, a story he knew from the beginning did not have a chance to get to first base as screen entertainment. Now after spending months and months on something that should have required the same number of weeks he has been told to reassemble his cast and put several talking sequences in. This at a time when "D.W." thought that he had finally gotten rid of a very bad proposition.

Nothing But Trouble

Griffith has had nothing but trouble from the day he was given the script of "La Paivo" changed to "The Love Song". He read it and returned it to the studio with the suggestion it be put in the ash heap. But Joseph M. Schenck and United Artists studio executives would have none of his suggestions. The story must be done and he had to do it. Schenck talked to him for hours "selling" the qualities of the yarn. Finally "D.W." gave in. His first trouble happened when Estelle Taylor walked out after reading the treatment. He was then promised Connie Talmadge, but she said No! Finally Lupe Velez was cast, along with Jetta Goudal, Bill Boyd, Albert Conti and George Fawcett.

Still More Trouble

Shooting was not long in process before Velez and Goudal began to tell each other what the other did not know about acting. First one would walk off the set then the other. It was finally arranged so that neither would be working at the same time. Finally the picture was finished. After a studio screening Griffith was told by Schenck to re-photograph several sequences. This having been done, "D.W." figured he could get away and forget all about this fiasco. After another studio screening, it was decided to remake most of the picture from a new treatment.

Some Talk

After this new treatment was shot Griffith was advised to reassemble his cast for several talking sequences. But no one could find Goudal. She took to the mountains for a rest and no one seems to know of her whereabouts. Consequently everything is held up for her return. And Griffith is now being haunted night and day with the thoughts of what the critics will say about his latest picture and to add insult to injury he is said to have found out the other day, after making this big sacrifice for Joseph Schenck, that Mr. Schenck has yet to read a copy of the script of the story he spent hours in telling him what a great picture it would make.

STUDIO GOSSIP

Corinne Griffith's next picture will be "Prisoners." This deals with the theme of "Iron bars do not a prison make."

Claude Gillingwater has replaced Edmund Breese in the cast of Warner Bros. "Alimony Annie."

Guinn Williams, having completed his work in Fox's "Our Daily Bread" is now playing a featured part in "From Headquarters."

William Desmond will return to Hollywood in a few days to resume picture. Rumor says that he has been promised a "fat" part.

Virginia Bruce, who as Virginia Briggs, was discovered by William Beaudine a short time ago, has been given a five year contract by him.

Sydney Jarvis, former concert singer, has been added to the cast of Buster Keaton's "Spite Marriage."

Tod Browning is looking for four giraffes to add local color to Lon Chaney's new picture.

John Lawson, playwright, will write the dialogue for Cecil DeMille's picture, "Dynamite."

Tom Mix has started work in "The Dude Ranch." Kathryn McGuire is his leading lady and Eugene Ford is directing.

Lilyan Tashman has been given the lead opposite O. P. Heggie in "A Genius is Born."

S. J. Kaufman, newspaper writer, has been signed by Paramount to write dialogue for them.

Morrie Ryskind, newspaperman and publicity writer, has been given a contract to write speeches for the talkies.

Lewis Stone will be heard on the screen for the first time as the attorney for the defense in "The Trial of Mary Dugan."

William N. Robson, 2nd, ex-student of Prof. Baker's drama class at Yale, has been given a new contract by Paramount on the strength of his story, "The Genius" which is being made into a talkie.

Charles King's work in M-G-M's "Broadway Melody" has earned for him the lead opposite Marion Davies in "The Five O'Clock Girl."

Pathe, in addition to the all dialogue production of "The Missing Man" will also make a silent version of the same picture.

Edward H. Griffith, it is rumored, may do "Porgy" as his next picture. If he does it will be an all-talkie.

Wallace Smith is doing the screen story of "Bulldog Drummond," Ronald Colman's next starring picture.

Russell Simpson was recalled to the Pathe lot for the sound sequences of "Noisy Neighbors."

Raymond K. Johnston is titling and editing "The Exodus" which he wrote and directed.

C. B. DE MILLE DEFENDS INDUSTRY'S SCENARISTS

Predicts Stage Writers Will Leave Field to Screen "Old-Timers"

Special Correspondence

HOLLYWOOD — The panic seems to be on with many picture directors. With the daily arrival of renowned stage directors from New York, Paris, London and theatrical centers throughout the universe, men who have made a name in their direction of silent pictures are being forced by some producers to either take a back seat, or share the directing honors with his brother from the stage.

Cecil B. DeMille however, thinks these stage men will be packing their trunks shortly. "C.B." says:

"A few years ago we imported famous playwrights from New York. They came out here and what happened? One by one they went back to New York and our own scenario writers were put back on the stories. These newcomers did not understand the technique of the screen."

"Those were strenuous times," he said, "when we were deciding to graduate from the one-reel to the feature length pictures. We did not know how the public would accept entertainment that lasted from one to two hours. But even that was not as radical a change as the talkies. The talkies have upset all the old accepted forms of construction so that the director as well as the scenario writer and the actor are in the precarious position of having to begin all over again."

"Personally, I think it is easier for the director who knows motion pictures to learn to direct talkies than for the stage director to adjust his knowledge to sound pictures."

If it is a question of the survival of the fittest, I believe our screen directors will win out.

Florey Starts

Robert Florey started production on "The Hole in the Wall" at the Paramount studios, Astoria, yesterday. This is to be an all talkie, mystery picture. Claudette Colbert has the lead and the cast includes Edward G. Robinson, David Newell, Louise Closser Hale, Barry Macollum, Donald Meek, Alan Brooks, George McQuarrie, Katherine Emmett and Nelly Savage.

Pomeroy Speaks

Roy J. Pomeroy, director of sound pictures for Paramount, is firmly convinced that the technique of direction is bound to change due to the talkies. He claims that it will have to be a combination of screen and stage in order to meet the demands of more and more people who are forming the talkie public. It looks as tho the dialogue films are here to stay.

STAGE PEOPLE

Production executives are holding their heads out Hollywood way. They are up a tree and don't know which way to turn. They are afraid to trust the responsibilities of speaking lines to their "silent artists" and quite a few of the stage people they have imported from the New York stage have, sort of, flopped under the burden. The case of Pauline Frederick in "On Trial" is only one of many. What should they do? They are under the impression that the public wants talking pictures and in order to stay up with the parade, they must make talkies, but who is going to do the talking? Good screen players, (those tried and proven) they think are too much of a gamble and the stage player who is supposed to be able to handle lines, either has not the proper voice for the "mlke" or being good vocally, is all wrong in so far as screen technique is concerned. What's the answer?

OUR ANSWER

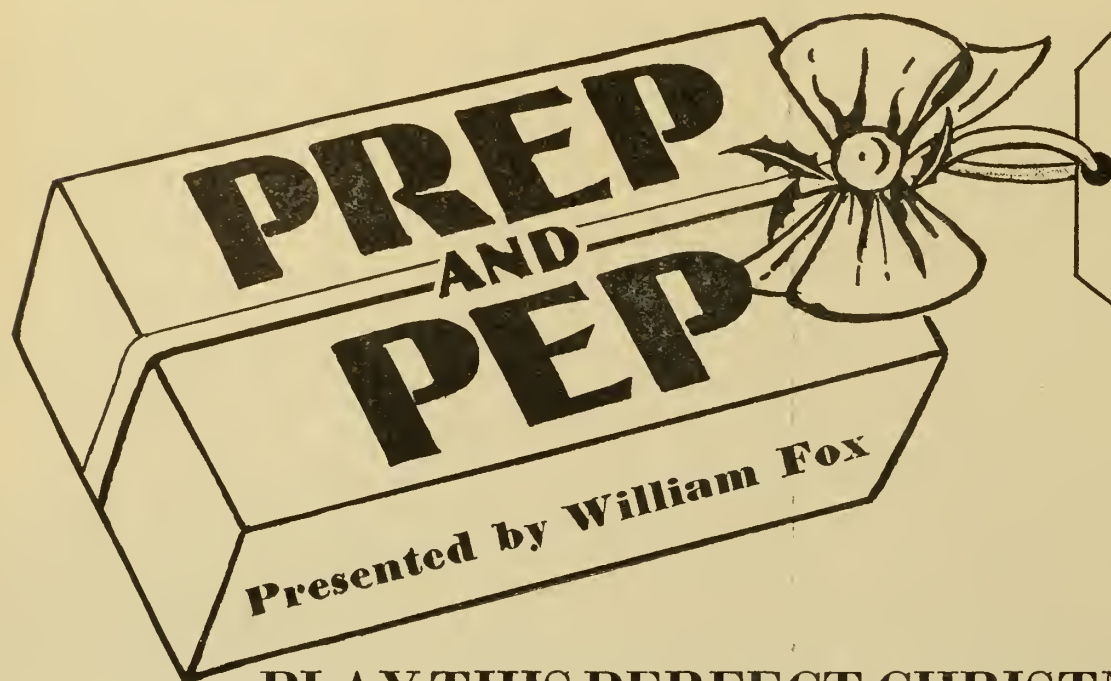
In the first place, the public is not as wild about the talkies as the producer would have everyone believe. True, they have flocked in to see them, but only for the novelty. We have talked to a lot of fans and have yet to hear one say, they liked them. We except "The Singing Fool" for it is not to be considered as a talkie and too, there is only one Al Jolson. These "experiments" that have been on display for cash admissions, are experiments and the industry should have considered them as such, confirming their screening to the studio projection rooms until a semblance of perfection had been reached. One smart executive told us. "It will be five years before we are able to present talking entertainment on an artistic par with our silent productions". Consequently we think they should have waited.

TAKE A CHANCE

Since they have not, it is our opinion that the line of least resistance and one more certain to do business and at a smaller cost would be to assign "silent" artists to talking parts, particularly in feature length productions, and take a chance. Good or bad the names that have been great box office magnets will continue to attract in talkies even though the voice is punk. Maybe after a couple of pictures it will improve, it might be good. Add to this the consideration that few great stage stars have ever been whooping successes in pictures and it will probably take just as long to train stage people to screen technique as it would to train the voice of the silent artist to talk. And experience has proven that a stage name cost just as much as a silent star and the former is quite a stranger in the movie provinces, while the latter will get the dough.

We say, develop our own talkers for the talkies and let the aristocrats of the drama keep on pounding the stage.

Christmas Gold for Showmen from Fox!



The Ideal Holiday Feature. A rollicking tale of young love and high jinks at prep school.

Directed By
DAVID BUTLER

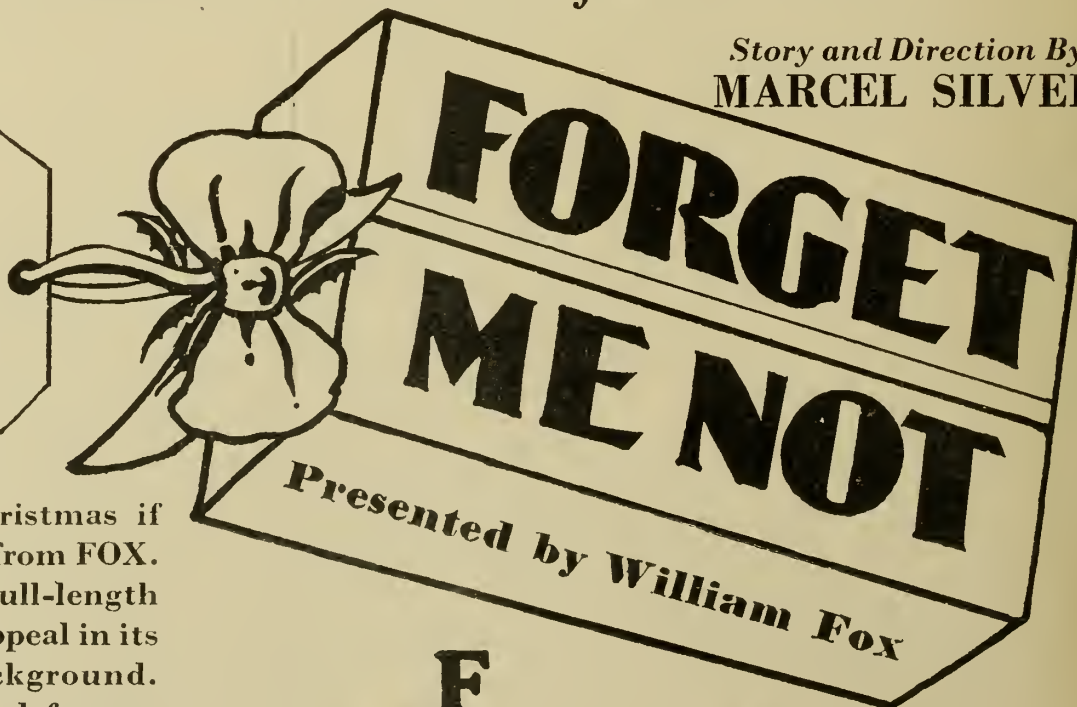
PLAY THIS PERFECT CHRISTMAS BILL!

Two Holiday Features with the Youthful Stars

DAVID ROLLINS and NANCY DREXEL

The same Christmas week bill selected for the ROXY

Here's your 100% Christmas presentation. A merry toyshop romance in song, talk and dance.



Story and Direction By
MARCEL SILVER

It's bound to be a merry Christmas if you play this holiday program from FOX. PREP AND PEP, for your full-length feature, has sure-fire holiday appeal in its youth and prep school background. FORGET ME NOT, a condensed feature all in dialog, is a real Christmas treat that will draw like a feature. Made to order for children's matinees. A double bill that guarantees double profits.

**F
MOVIETONE
X**

DAILY REVIEW

Reg. U. S. Pat. Off.—Formerly Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 129

New York, Wednesday, December 5, 1928

FIVE CENTS

Good Morning! Mr. President

By ARTHUR JAMES

The election of Joseph I. Schnitzer to the presidency of FBO is a reward well merited and a forward step on the part of the new board of directors of this very important organization. Schnitzer was one of the founders of FBO and since its inception has been a motivating factor in its great success in the production and distribution of motion pictures.

...

"Joe" is one of the pioneer's of our industry. Shortly after he saw his first flicker, he joined the Pittsburgh Calcium Light & Film Co., as manager of its Des Moines branch in 1907. If we are not mistaken Harry Warner had his start with the same organization.

...

Schnitzer has made less changes in this business than any other important executive I know. After leaving the Pittsburgh Calcium Co., he joined the Mullin Film Service as their Minneapolis manager and later became general manager of the company. In 1916 he joined Universal in the capacity of branch manager and later was made division manager. From 1920 to 1922, he was president of Equity Pictures Corporation and from there he came to FBO as Vice President.

...

The old bromide "the right man for the right job" seems to fit Joe Schnitzer and FBO perfectly. He has everything a film executive should have. First, last and always, he is a showman. He knows pictures, knows story values, and once the picture is completed he has a very keen knowledge of knowing how to market it.

Congratulations Joseph—

Congratulations FBO.

WARNER PROFITS FOR 3 MONTHS JUMP TO \$3,000,000 AGGREGATE

Schnitzer Chosen New FBO President—Kennedy Resigns

The meeting of the Board of Directors of FBO Productions, Inc. was held at the office of the company yesterday afternoon.

The new Board of Directors consists of Hiram S. Brown as Chairman of the Board, David Sarnoff, J. I. Schnitzer, Paul Mazur, Maurice Goodman, B. B. Kahane and Guy W. Currier.

J. I. Schnitzer was elected president. William LeBaron and C. E. Sullivan remain as vice-presidents. C. J. Scollard and Thomas Delehanty remain as treasurer and secretary, respectively.

Joseph P. Kennedy voluntarily retires from the company as Chairman of the Board and President.

BILTMORE-BUCK JONES ARBITRATION

One of the infrequent occasions when the American Society of Arbitration is called upon to settle a film dispute, arise today when a claim brought by the Biltmore Pictures Exchange of New York against the Buck Jones Corporation will be heard by Cyrus W. Curtis, owner of the Evening Post, sitting as special arbitrator.

Biltmore Pictures contracted for the four pictures which Buck Jones was scheduled to make, for the New York territory. Their incentive to contract for the pictures was the stipulation that Buck Jones would make a series of personal appearances for Biltmore, in three consecu-

(Continued on page 3)

Burkan Seeks to Enjoin World-Wide Educational and Ufa Eastern Sales

National Screen Floats 45,000 Shares Common

Formal offering of 45,000 shares of National Screen Service Corporation capital stock of no par value was

(Continued on page 3)



JOSEPH I. SCHNITZER
Elevated from Senior Vice-President
to President of FBO yesterday

'THE BARKER' OPENS CENTRAL TONIGHT

"The Barker," First National's first talking picture, opens tonight at the Central Theatre. Milton Sills, in the title role, Dorothy Mackaill, Betty Compson, Douglas Fairbanks, Jr., and others will be heard for the first time in this story of "Colonel Gowdy's Big City Shows," which was directed by George Fitzmaurice. A Vitaphone program of selected features will precede the picture.

Nathan Burkan appeared in the Supreme Court this week on behalf of Ufa Eastern Division Distribution, Inc., to argue for the granting of an injunction against the Ufa Films, Inc., the World Wide Pictures, Inc., and Educational Pictures, Inc.,

(Continued on page 3)

Stockholders Approve Stanley Deal—Increase Com.-Pref. Issues

WILMINGTON, Del. — Net profits of Warner Bros. Pictures, Inc., in the three months ended Nov. 30th last, representing the first quarterly period of its new fiscal year, are expected to aggregate around \$3,000,000, according to opinions expressed by authorities close to the organization. This is even better than Harry Warner suggested to the stockholders in his annual report published a few weeks ago.

Stanley Buy O.K'd

The stockholders here yesterday voted to approve the acquisition of the capital stock of the Stanley Co. of America, deposited on or prior to October 30th.

They also voted to approve the increase in authorized common stock to 2,500,000 shares from 550,000 and the creation of 785,604 shares of new preferred.

Ticker Statement

Albert Warner, in a statement carried by the ticker at 1:30 P. M. yesterday he said:—Due to the widespread nature of our activities in which we are engaged, it is impossible at this early date to state our earnings accurately. However, after depreciation and amortization, but before deduction for taxes, they were

(Continued on Page 2)

Bon Voyage to

Sam Harris

Mr. Sam Harris, editor and publisher of the Cinema, both daily and weekly in London, and England's special correspondent for Exhibitors Daily Review, sails for London tomorrow. The donor of the Sam Harris amity cup has made a most favorable impression on the trade in America because of his frankness, his understanding, his knowledge of film conditions and his fine effort in behalf of the fostering of cooperation between England's film industry and America's as well as by his attractive personal qualities which fit him for the gracious role of a good will ambassador. He sails with our cordial good wishes and carries with him assurances of our respect and our admiration for the success of his splendid mission.

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W. R. WILKERSON, Publisher

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MAIN STREET

by
GORDON TRENT

Nine members of the Motion Picture Club on hearing that the contrivers of the swillish play "Jarnegan", which defames the picture business and besmirches its authors, were applying chloride of lime and other disinfectants to a scenario of the piece for picture production—and a talkie at that—were ready to make wagers that some producer would fall for it on the angle that it would make money.

The scenarists propose to deodorize it, wash its mouth with laundry soap, bathe it in a carbolic solution, dry it off, scent it with musk (that would be their perfume) and powder it well so it will look fine and smell sweet.

After they do all that we suggest it will no longer be "Jarnegan" and that as a slimy box office, low money attraction it would impose upon the producer and the public. I shall be glad to see what producer accepts it and the boss tells me I may write the news of it in my own way — George Herriman says that pernicious economy in advertising brings pernicious anemia to the sales force and dry rot to the box office. That's a sentiment we know to be true but tell it to an economy shark and see how smug he'll look—Patsy Ruth Miller is the daughter of a newspaper man and we used to work with him, which proves nothing except Patsy is the daughter of old man Miller and the name is actual—Speaking of the Main Stem femmes, Rose Felswick for Mr. Hearst's Evening Journal is running the most interesting, the most intelligent and the most box office motion picture department in New York. Our wholly selfish slant in behalf of the picture business is that more of the same would stimulate and sustain interest in pictures and do much for the old empty orchestra chair—Years ago we put on Griffith's "Escape" at the Cort Theatre, the first side street legit theatre experiment with a movie. We played to paper until we played the Evening Journal and then we had to ask the police to help us handle the crowds — There is nothing about

First Moviephone--Magnetic Wire Spool Method Launched

Dr. Baruch Invents Novel Synchronization
Recording on Copper Wire—Marconi Multi-Tone
Method Similar

The company organized to manufacture the First Moviephone talking and synchronizing apparatus, will give a public demonstration next week to the trade.

The Moviephone system, being manufactured by the Sound Pictures, Inc., has for its basis principle telephonic magnetism, transmitting sound, dialogue or music through a magnetic wire, travelling from one spool to another through a magnet.

This system presumably follows or is akin to that invented by Signor Marconi who calls his Multi-tone method an electro-magnetic process, dependent upon a fine wire which runs independently on an aluminum

spool along side the film. Louis Blattner of London, controls the Marconi-Multi-tone system.

The first Moviephone machine is the invention of Dr. S. M. Baruch, an electrical engineer, to whom is credited the invention of the depth bomb used in the war against U-Boats. The company will distribute and release the First Moviephone on a royalty or weekly payment basis, with a synchronized set of spools for any nationally released picture.

The officers of the company are Arthur E. Christie, President, Nathan Lurie, V.P., Wm. S. Remenyi, Treas., and Dr. Baruch, general manager.

"SUBMARINE" TO PLAY OVER PANTAGES CHAIN

The Pantages Circuit, one of the most important Theatre chains in the country, has booked the "see and hear" version of Columbia's "Submarine" for all its wired houses on the West Coast. This contract follows closely upon another Pantages arrangement which contracted for the showing of the silent print of "Submarine" in all its houses which had not been fitted with sound equipment.

Warner Profits for 3 Mos. Jump to \$3,000,000

(Continued from page 1)

not less than \$3,300,000 for that quarter. After making all deductions for taxes and all other contingencies, not less than \$2,900,000 net.

We have no bank loans and none of our stock or any subsidiaries is pledged to secure any loan with the exception of a small amount in process of payment purchase price to Walter J. Rich for Stock and Vitaphone Corporation previously owned by him has been anticipated and this stock which was previously held in escrow has now been released and in our possession.

Reduction and bank loans and other debt has been brought about through applying our earnings and by initial advance of \$800,000 by the Warner Bros. personally. Arrangements have been made to repay these advances by the various Warner Bros. for a period of years, thereby improving our current position.

W. R. Hearst that is not instinctively the showman and we call that the best praise we have in the box — Ethel Barrymore may go talkie after the flush of her New York engagement in her own theatre a fortnight hence. If that voice registers she will be forced to live and die a millionaire—Jerome Beatty is one of the meticulous dressers of the industry and he was born in Kansas.

Swain Lab. Head

John Swain has been placed in charge of the laboratory at the Long Island studio of Paramount. After viewing his work on the 100% talkie "The Letter" Paramount officials lost no time in putting John under contract and promoted him to the chief of the laboratory.

KENT AND WELLS BOOK REELTONE

Orders for Reeltone equipment are coming in rapidly after the many inquiries which followed the introduction of this sound device to the market. Amongst the first contractors for this equipment are The Kent Enterprises who control the Doric, Star and Strand theatres of Duluth, Minnesota, and The Howard Wells Enterprises who control a string of theatres in Wilmington, North Carolina.

The Reeltone Company has adopted a new slogan which will be coupled with the equipment. It is "Reeltone, A symphony of Sound and Vision."

RIESENFELD ARRIVES WITH 'RESCUE' PRINT

Ronald Colman's first individually starring picture, a picturization of Joseph Conrad's romance of the sea, "The Rescue", arrived today in the custody of Dr. Hugo Riesenfeld. Samuel Goldwyn has assigned Dr. Riesenfeld to score the picture which will be given special oriental thematic treatment to emphasize its exotic background.

"The Rescue" will be presented about the second week in January. Ronald Colman will speak in his first starring picture.

New Haven M-G-M Exchange Celebrates

NEW HAVEN — The Metro-Goldwyn Mayer Exchange recently held an entertainment and house warming in celebrating the extensive renovations made in the offices.

Cotings from New York and Boston M-G-M Clubs were present including W. F. Rodgers, Division Manager; M. N. Wolf, District Manager; W. A. Scully, N. Y. Manager and J. R. Smith, New Haven Manager.

No Misrepresentation In W. C. Theatre Sale

San Francisco—The Theatrical Enterprises Co., which purchased the Largo Theatre at Watts, from the Herron's recently, lost a suit for \$17,000 they had brought against the former owners.

Theatrical Enterprises claimed Herron's represented the theatre as doing a minimum of \$1100.00 per week.

An Auditor discovered the theatre was doing a weekly gross of \$1096.15. The Judge ruled this was near enough the figure represented to make the sale valid.

SCREEN TESTS

Incandescent Lighting
Local No. 644 Cameramen
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and MAIL PROMPTLY

HARRY S. NEW,
Postmaster General."

SHOP EARLY

MAIL EARLY

MAIL EARLY FOR DELIVERY BEFORE CHRISTMAS

CHECK DODGING

By HARRY REICHENBACH

This fascinating game originated in Scotland where a tournament is played each year. The score last year was a tie.

Check Dodging is played by two or more men seated at a table where food has been served. The game starts immediately after the service ends.

The men endeavor to outwait each other. If waiter lives through the night, game is continued the following day with each player in same position and disposition as he originally occupied.

The foremost check dodger known to the game was a man with a huge wart on his wrist which prevented him from putting his hand in his pocket.

Rules

Ignore waiter.

Run to phone every few minutes.

Have friend call you out as waiter approaches bearing document of any kind.

Refrain from dessert until you are sure opponent will succumb.

Suggestions

After opponent has paid, pretend to be angry and say, "Never mind now, tomorrow is my day," or "What's the idea?"

Carry bill in pocket with five aces on it and suggest playing "bill poker" (do not resort to this unless game looks like standoff).

Another method is to discuss being muscle bound and state, during meal, that you have found it almost impossible to move your right arm for weeks.

In event of three handed game, arrange with another competent player to match for it, with odd man out. You lay heads, your partner lays tails.

Check dodging dates back to the early "brill" period when the Brills and the Sols would gather in life to death meetings with the finals runnings for two hundred years.

There is an association of Check Dodgers in Glasgow. Its membership is hereditary. Families have belonged for five hundred years and their family pride is that no member of a clan has lost a game in all that time.

Check Dodging is played every day at the Motion Picture Club.

Gerschel Leaves Ufa

Director Gerschel, of the Deutsche Bank, who was, among others, entrusted with the reorganization of Ufa, since autumn, 1926, has fulfilled his task and is now leaving the company, the Department of Commerce learns. He will assume the management of another industrial concern, also connected with the Deutsche Bank.

MORRIS SETS DEC. 15 FOR "MY MAN" PRE-RELEASE

December 15th has been set as the date on which the first pre-release showings of Fannie Brice in "My Man" will take place in theatres equipped with Vitaphone, according to an announcement from Sam E. Morris, General Manager of Distribution for Warner Bros. Editing of the production will be completed within a few days at the Warner Studio and the first print is anticipated to arrive at the company's New York office by the end of November.

HAMMONS PROMISES SILENT PRODUCT

The Mack Sennett Talking Comedies are available in the talking and sound version only, no silent prints of these pictures being offered by Educational. The second picture in this series will be a mystery comedy to be called "The Old Barn." Production work has been finished on this picture at the Sennett Studios, and it will be available soon. Like "The Lion's Roar," the first of the series, "The Old Barn" was personally directed by Mack Sennett.

The company according to E. W. Hammons, will not forget its duty to the houses which are not wired, which, translated into English, means that there will be plenty of Educational Silent pictures produced this year.

NATIONAL SCREEN FLOATS 45,000

(Continued from page 1)

The bankers say the company will place these shares on a \$1.60 annual dividend basis, with the initial dividend to be paid on Jan. 1, 1929. The offering involves no new financing by the company. Application will be made to list the stock on the New York Curb Market and the Detroit Stock Exchange.

Net profits for the first ¾ of this year were \$206,385.86, from gross earnings of \$1,232,569.85, made yesterday at \$25 a share by Samuel Ungerleider & Co.

The issuing company was organized recently to acquire the assets and business of the National Screen Service, Inc., makers of trailers in connection with advertising in the motion picture field.

Burkan Seeks to Enjoin World Wide

(Continued from page 1)

alleging that the German UFA company is attempting to break its distributing contract. Judgment by the court on this injunction has been reserved and decision will be rendered next week.

The complaint, filed by B. F. Schreiber, Collins, Myers and Buchter, the attorneys of record for Ufa Eastern, states that they have distribution rights for all UFA product in the principal Eastern territories of the U. S. until December 31, 1930, after Paramount Famous-Lasky and Metro-Goldwyn-Mayer have taken their choice of the UFA product for this country, by prior contract.

The Ufa Eastern organization headed by David Brill and W. C. Herrmann believe they have evidence showing that UFA is seeking to break their contract and give sole distribution rights in the U. S. to World Wide Pictures, which has distributing agreements with Educational Pictures, Inc. They ask an injunction against violation of the contract and an accounting of profits on pictures which it claims should have been delivered to them by UFA.

F. Wynne-Jones, U. S. Director of UFA Pictures, stated yesterday that he had nothing to say at this time and that their side of the story would appear in the evidence. Attorneys representing UFA are Banzhof & Richter, who represent Griffith and other film stars.

McINERNEY WITH U.A.

Leaves Publix to Handle Harry Richman Publicity

Studio publicity on the Irving Berlin-Harry Richman picture for United Artists, to be made in New York during the next two months, will be handled by John E. McInerney.

McInerney was director of publicity at the Rivoli Theatre. He was director of exploitation in Canada for Famous-Players. For the past three years he has worked for Publix Theatres.

In order to devote his time to the Richman picture Mr. McInerney has resigned from the Publix organization.

Biltmore—Buck Jones Arbitration

(Continued from page 1)

tive weeks and they paid for the first picture on that basis.

The Buck Jones Corporation failed to produce Buck for the personal appearances and Biltmore now seeks satisfaction. It is understood that Jones did not make the appearances because of personal differences with the Buck Jones Corporation.

13 MAJOR CIRCUITS ORDER BRISTOLPHONE

Sonora-Bristolphone sales department reports wide-spread sales of their apparatus to leading exhibitors throughout the country.

Included among the big circuits which have placed orders are the Finkelstein & Ruben Circuit; Kunsky Circuit; Butterfield Circuit; Strand Theatres Corporation (Wisconsin), E. M. Loew Houses (New England) Schine Enterprises; Fay Theatres Circuit; Delta Amus. Enterprises; Consolidated Amusement Enterprises (N. Y.), L. K. Brin Enterprises; Northwest Theatre Circuit, Great States Theatre Enterprises (Illinois) and the Midland Theatres Circuit (Wisconsin).

PUBLIX MID-WEST HOUSES FOR COL.

A deal just consummated between Columbia Pictures and the Publix Theatres insures the company's product of first-run representation in Duluth, St. Louis, Davenport, Rock Island, Des Moines, Lincoln and South Bend.

"Submarinc," in its "see and hear" version is the first of the company's productions to be presented. It opens at the Capitol, Des Moines, on December 28 and the Colfax Theatre, South Bend, on December 29. Quick dates are now being arranged for the other theatres.

College Atmosphere For Cornell Theatre

The new theatre, store and office building being constructed at Ithaca, N. Y. for the Cornell Theatres, Inc., under the supervision of the architect, Victor A. Rigamont of New York, will provide a semi-atmospheric house. Baronial Gothic style of architecture has been used by Rigamont as reminiscent of the collegiate atmosphere prevailing in Ithaca because of Cornell College. The effects devised are intended to relieve the monotony of the entirely atmospheric theatre.

Univ. Home Office Launches Social Club

Employees of the Universal Home Office have just completed the organization of a social group to be known as the Universal Club. Its membership embraces the entire home office personnel from the officials of the corporation down to the lowliest office boy.

Following the work of organization by a temporary committee, the following were elected: President, M. J. Etchingham; Vice-president, Julius Singer; Treasurer, Joseph Burke, and Secretary, Ethel Black. Governors, L. B. Metzger, Charles B. Paine, Sam Maas, Helen E. Hughes, Eugene Cox, Sydney Singerman and J. V. Ward.

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Call our Banquet department and let them offer suggestions.

THE PARK CENTRAL

FIFTY-FIFTH STREET AT 7th AVENUE
NEW YORK CITY

"Sins of The Fathers" New Berger-Jannings Triumph

Powerful Actor in Role Said To Be Greater Than "Patriot"

By J. HARRISON EDWARDS
West Coast Correspondent

Chalk up another great triumph for Emil Jannings. And in distributing credit give a thought to Ludwig Berger, his most recent director and Paramount producer. The picture is "Sins of the Fathers" soon to be released. It is a bootleg yarn, filled with drunken waiters, cheap saloons, bootleggers making blinding liquor and prison cells. Jannings gives even a greater performance in this production than in "The Patriot". He is marvelous at all times, playing a character, that for most of the footage you would despise, but the Jannings artistry always wins your sympathy. He demonstrates a tremendous range of expression in this production. He is discovered as a contented waiter happy at the birth of his son. You then follow him through many transitions until he reaches a prison cell and finally returns to his waiting job.

Ludwig Berger, the director, and by the way the man that Fox imported to this country and let go without even giving him a picture, did a beautiful job in this assignment. He proves himself to be one of our best "story-tellers". He spins his yarn in a fashion that seems to be unknown by our American directors. He demonstrates a rare intelligence in handling scenes of great drama.

The surrounding cast consisting of Ruth Chatterton, Zazu Pitts, Barry Norton, Mathew Betts, Jack Luden and Jean Arthur is exceptionally good. Miss Chatterton is much better than we expected.

PATHE 'FIRE DETECTIVE' SERIAL TO GET SOUND

There is a possibility that "The Fire Detective", a Pathe-serial which Spencer Bennet is directing, will have the distinction of being the first serial with sound sequences.

"The Fire Detective" is said to offer unexcelled opportunities for novel sound effects. Hugh Allan and Gladys McConnell have the leading roles in this chapter drama, with Leo Maloney, former Western star, in a characterization.

"Redemption" Bought

Metro-Goldwyn-Mayer has just purchased Tolstoy's play, "Redemption," from Arthur Hopkins and will make it into an all-talkie special, starring John Gilbert. Fred Niblo has been assigned to the direction and has already begun to study the ways and means of transferring it to the screen. This will mark Mr. Niblo's debut as a director of talking pictures.

STUDIO GOSSIP

John Francis is now working on the Fox lot writing press stories. Mr. Francis was formerly a newspaper man.

Wallace Smith is doing the scenario of "Bulldog Drummond" for Samuel Goldwyn.

Duane Thompson has been signed for a part in Willard Mack's production of "Hunted" for M-G-M.

Warner Bros., "The Desert Song" and "She Knew Men," both Vitaphone pictures, have been completed and are now in the cutting room.

Ruth Elder has signed with Hoot Gibson for a series of six aviation pictures that he will produce and star in, for Universal release.

Milton Sills, Dorothy Mackaill, Betty Compson and Doug. Fairbanks, Jr. will all be heard for the first time when "The Barker" opens at the Central tonight.

Jack Wagner, Peter Milne and Stuart Anthony, scenarists, have been signed by Columbia to start work immediately on stories for early production.

Billy Rose, song writer is under contract to Universal to write three musical numbers for "Show Boat". The songs will be "Silent Waters," "My Magnolia" and a love song for Magnolia and Ravenal.

Universal has bought another story for Reginald Denny entitled, "You've Got to Fight." Before making this, however, he will do "The Mounted Policeman."

Will Shattel has sold a story to Universal, "The Great Microphone Murder."

Fannie Brice will attend the opening of "My Man" when it starts its run at the Warner Theatre on the twenty-first.

Jetta Goudal is being sought to play the part of "The Menace" Lon Chaney's new picture.

Sally O'Neill, on completion of her vaudeville tour, will go to the Tiffany-Stahl lot and make a circus picture.

Dorothy Hall is about to be signed for the lead in "White Collars."

Virginia Valli is deserting pictures for a while to appear on the stage in "So This is London," being presented in Hollywood.

Charles Rogers will have the leading role in the filming of Elsie Janis' story, "Close Harmony" which Paramount is making.

WEBB TO DIRECT 'GENTLEMEN OF PRESS'

Millard Webb, director, arrived in New York yesterday and immediately went over to the Astoria studio of Paramount to begin preparations for his forthcoming picture "Gentlemen of the Press". Bartlett Cormack, author of "The Racket" is adapting the stage play for the screen.

Walter Huston, well known stage player has been signed for the male lead and Claudette Colbert will be assigned the feminine honors. Production will begin about Jan. 1st.

Claudette Colbert and Sylvia Sidney Signed

The Edward Small office announces that they have signed Claudette Colbert, star of "Tin Pan Alley" with Paramount and Sylvia Sidney, lead in "The Gods of the Lightning" with Fox.

Miss Colbert was signed for two pictures which are to be made at the Astoria studio of Paramount. The first will be "The Hole in The Wall", the second to be made shortly after the first of the year will be "Gentlemen of the Press".

Miss Sidney was signed for two years by Fox. Her first production on this contract will be "Through Different Eyes". She will leave next week for Hollywood.

Collier, Sr. with P-F-L

William Collier, Sr., famous actor and playwright and one of the leading figures of the American stage, will contribute his experience to a talking picture at Paramount's Long Island Studio, it was announced today.

Cozine at Paramount

Arthur Cozine has been appointed location chief at the Paramount Astoria studio. He is working on "The Hole in the Wall" at present.

"King George" at Capitol

As an added feature to "Submarine", now at the Capitol Theatre, a Fox Movietone subject of England's beloved monarch, King George, taken immediately preceding his present illness, was added to the bill.

Plenty Experience

Robert Florey, Paramount director, wanted an exceptionally smart kid for an important role in his current production "The Hole in the Wall". He said to Fred Fleck, casting director, "Freddie get me a child about three years old with a couple of years picture experience".

This was one Fred could not fill.

OPINIONS

By W. R. WILKERSON

ECONOMIES

Several years ago an enterprising producer realizing that a picture scheduled for production would require a large number of extras for almost the entire length of the picture, conceived the idea of using paper mache dummies scattered about the set between the human "dummies". Instead of having to pay \$7.50 and \$10.00 a day for 350 extra players, he employed 40 at the above rate and had 310 dummies made at a cost of \$4.00 each. The effect was perfect. After the picture was completed he did quite a business renting these dummies to other studios for \$3.00 a day. This practice has become general among all the studios at a great saving in production costs. We now hear that a fellow has invented a mechanical dummy. One that being seated anywhere will move his head his arms and body. Before long, we might see a "quickie" company starring one of these "robots".

MARK UP ANOTHER

Credit Fox with another news scoop. Mrs. Coolidge, the wife of the president of the United States, is photographed via Movietone singing "Angela Mia" to be released soon by the Fox News. Looks like another conquest for Jack Connolly for he has always been very close to the Coolidge family since both of them were in Massachusetts, the Coolidges in the Governors mansion and Jack at the City Editors desk of a Boston paper.

AN ARGUMENT

The argument is still on out in Hollywood. There is a daily debate in an effort to reach a decision of what is the best—"The pretty screen actress with a voice that is not so good, or the homely stage player with a good voice". Fred Niblo is for the screen actress and William DeMille holds that "there is nothing worse than a beautiful creature who destroys all her charm and illusion every time she opens her mouth and allows her harsh unmodulated words to assault your outraged eardrums". And this is only the start of it. They will be arguing this thing for months and months to come, only to find out that while the argument has been going on, cash patrons have begun to fight shy of the box office.

INTERCHANGEABILITY

What has become of the old "interchangeability" gag? Seems to have been washed-up entirely. Exhibitors are running talking and synchronized pictures on any old kind of apparatus and the exchanges are selling their pictures to theatres without asking "what kind of equipment have you"?

MENJOU

Had a chat with Adolphe Menjou. Says he has but one more picture on his Paramount contract and he has six months in which to do it. Thinks he will go to Florida for a rest. When his voice is recorded and heard his vast army of fans will get a great treat.

DAILY REVIEW

Reg. U. S. Pat. Off.—Formerly Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 130

New York, Thursday, December 6, 1928

FIVE CENTS

Last Night's Picture

By W. R. WILKERSON

"THE BARKER"

First National joined the rapidly growing list of talkie producers last evening in the opening of their production, "The Barker" at a \$2.00 run house, the Central Theatre. The picture taken from the play by Kenyon Nicholson was part talkie and part silent and an excellent evening's entertainment. But walking out of the theatre we felt that had it been 100% one way or the other we would have liked it much more, as we found ourselves disturbed at different times either by the talk or by the silent, having become engrossed in sequences that preceded either. It would have been a wow as an all-talkie and would have been equally as good as a straight silent production throughout its entirety.

GOOD PICTURE

However First National should feel proud of the effort as it stands, if they are not now, they will be later when the big gross business starts to roll in, for this production is bound to take its place as one of the year's winners.

THE STORY

The whole story is set in a carnival background, lifting the canvas from time to time, giving you a first hand view of the lives and loves of these people. It is intensely interesting. George Fitzmaurice did a marvelous job in the direction. He left nothing undone or overdone.

THE CAST

Douglas Fairbanks, Jr., walked off with the acting honors. This young fellow was in fast company but his pace had more snap to it than the rest of the troupe. Betty Compson and Dorothy Mackaill were good. Miss Mackaill displayed an excellent voice throughout the talking sequences. Milton Sills as the barker did not have the same appeal as Walter Huston, who acted the same part in the stage production. The force, the pirulence and the barking power seems to be entirely missing save in several scenes right at the finish. George Cooper, Sylvia Ashton and Tommie Dugan were very capable with small parts.

THE SOUND

Something seemed to be wrong with the sound last evening. Whether it was the theatre amplification or the studio recording we were unable to distinguish. Several times the voices of the players were so weak they could not be heard.

SKOURAS STOCKHOLDERS BLOCK WARNER DEAL--PUBLIX BIDDING

RCA PUTS SARNOFF BROWN IN K-A-O

Kennedy Voluntarily Retires
10 Directors Dropped
From Board

DIVIDENDS DECLARED

David Sarnoff was elected Chairman of the Board and Hiram S. Brown, Executive Vice-President, of the Keith-Albee-Orpheum Corporation, the theatre chain and vaudeville unit of the recently formed Radio-Keith-Orpheum Corporation, at a meeting of the Board of Directors held yesterday.

Edward F. Albee continues as President and the other officers are Maurice Goodman and J. J. Ford, Vice-Presidents and B. B. Kahane, Secretary and Treasurer.

Joseph P. Kennedy voluntarily retired as Chairman of the Board and as a Director of K-A-O. The Board was reduced from nineteen to nine, and now consists of Messrs. David Sarnoff, Hiram S. Brown, Elisha Walker, Edward F. Albee, Paul M.

(Continued on Page 2)

Talkies in Supreme Court

PHILADELPHIA — The Pennsylvania Supreme Court yesterday heard arguments on the suits brought by Warners and Fox against the State Censorship Commission, to prevent the censoring of talking pictures.

Decision was reserved.

Publix and Kansas Exchanges Face Restraint of Trade Suit

ST. JOSEPH, MO. — Another restraint of trade suit may crop here soon if E. J. Peskay, manager of the Rivoli Theatre, which closed last week, makes good his threats.

Peskay has been quoted as saying that he contemplates obtaining Federal court action against the Publix Missouri Theatre and several ex-

(Continued on Page 2)

Oh! For a London Opening

By London Correspondent

LONDON — At the opening of "The Singing Fool" at the Regal last week Champagne, sandwiches and cigars were passed out by beautiful girl ushers during intermission.

MCCOOK UPHOLDS UFA-EASTERN CLAIM

Judge Philip McCook in the Supreme Court yesterday ruled that Ufa Eastern Division Distribution, Inc. had sufficient cause for complaint against Ufa Pictures, World Wide and Educational, in their suit charging malicious interference with existing contracts.

Banzhof and Richter, in putting in their defense, asserted that the Ufa Eastern complaint was insufficient, and did not state the cause for the action. Judge McCook, however, ruled that under Rule 92 of

(Continued on page 2)

"U" Premiere Today

Universal Chain Theatrical Enterprises, Inc., adds another house to its operating list today when the Capitol Theatre, Winchester, Virginia, opens its doors to the public. This is the latest of a chain of 14 houses in Virginia controlled by the Shenandoah Valley Theatre Corporation, subsidiary of the Universal Chain.

Warners Offer Stock Exchange for Two-Thirds Control of Chain

The deal between Skouras Brothers and Warner Brothers for the control of the Missouri and Ambassador Theatres and the St. Louis Amusement Company, all of St. Louis, seems to have struck a snag inasmuch as Paramount, equal owners with the Skouras Brothers in the management of the Missouri and Ambassador have put in a bid not only to take over the interest of Skouras in these two houses but to get control of the St. Louis Amusement Company.

Directors Listening

The directors of Skouras organization are said to have refused the Warner offer for their interests and have manifested a desire to listen to the Paramount and other offers for their interest. The proposition of Warner Brothers is said to exchange Warner stock for two thirds of both the Skouras A and B stock Skouras to be made all A stock with a preferential dividend of \$3.00 a share.

CAL. ZONING-CLEARANCE WAITS FED. OUTCOME

LOS ANGELES — The L.A. Film Board of Trade has issued a statement refuting the charges being made that small low-priced houses in Southern California are suffering from present zoning and clearance schedules. The Board claims that since no zoning or clearance schedules are now in force, action on readjustments cannot take place until the action of the Federal authorities against West Coast Theatres is settled.

NOTABLES AT NIFTY "BARKER" OPENING

To the ballyhoo of a circus calliope. First National's reproduction of Kenyon Nicholson's stage play "The Barker" made its introduction to the silver screen last night at the Central Theatre, N. Y.

The picture was produced with dialogue spoken by four players who

(Continued on page 2)

DAILY REVIEW

Reg. U. S. Pat. Off.
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ARTHUR JAMES, Editor
W. R. WILKERSON, Publisher

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MAIN STREET

by

GORDON TRENT

John Webber, of Gotham Pictures is away from the office this week, on account of the death of his mother . . . He takes up his duties again next week . . . William Wanger, genial branch manager of First National in Kansas City hit the big apple yesterday to transact some company business. Hope it's a raise, Bill . . . Harry Bailey, long with Aesop Fables and one of the pioneer animated cartoonists in the business is handing cigars around this week because of the arrival in his family of Miss Phyllis Anne Bailey . . . Show some animation, Harry . . . An auto wreck in Lansdowne, Pa., caused James F. Sullivan, United Artists' field exploitation man to go to the hospital because of his injuries. He was on his way to New York from Canton O. . . . Jack Connolly of Fox Movietone sailed away yesterday on the Leviathan for some more scoops . . . Perhaps the happiest person in New York or elsewhere is Richard Dix. "Rich" likes New York and Paramount have promised him the freedom of the city for his next three pictures . . . Millard Webb is being treated right by Paramount. . . They have assigned Bartlett Cormick to adapt "Gentlemen of the Press" for his direction. Cormack wrote "The Racket" and made the screen adaptation and it was a "pip" . . . Hy (Barnum) Daab is busy gathering ink spots for a display of showmanship on the greatest lineup of pictures ever known. At least Hy thinks so . . . Peggy Goldberg is pinch hitting for a few days in Gordon White's office at Educational . . . Sam Katz is at home for a few days with a mild attack of the grippe . . . George Brown at Warners is going to bust out with a new type for his display ads and suggests that the Daily Review list it with the "protected material department" . . . Everybody in the picture business was at the opening of "The Barker" last night.

STATE ASKS TEXAS BAN ON SAENGER

A temporary injunction restraining the Saenger Theatres, Inc., from operating on Sunday in Texarkana, Tex., has been granted by District Judge Hugh Carney to the district attorney. In the stand of local authorities is seen the inception of a fight which might reach statewide proportions.

The district attorney's petition asked that the company be dissolved, its right to do business in Texas be canceled, and its corporation license in the state be annulled. A fine for the corporation also was demanded. The injunction writ was returnable in county court Nov. 26.

Ufa Theatre Chain Joins German C.E.A.

The Ufa theatre chain has joined the German Cinematograph Exhibitors' Association to which already most of the Emelka theatres belong, the Department of Commerce is advised by Trade Commissioner Geo. R. Canty, Paris. This new accession, it is said, gives increased strength to the Association.

Publix and Kansas Exchanges Face Resraint

(Continued on page 2)

product until the Missouri Theatre was opened by the Publix-Cooper interests. This, his letter states, forced the Rivoli into a second run house, but that the Missouri had bought practically every picture available and, not being able to play them very rapidly, the Rivoli found itself in a position of not being able to get enough product to play even second run.

Film Board of Trade officials claim that Peskay's troubles are partly his own fault, caused by overbuying. Kansas City exchange managers declare that Peskay is exaggerating and has not even approached them with regard to obtaining second-run pictures and that other theatres in Kansas City and elsewhere are getting second-runs and Peskay should have no trouble getting his.

Notables at Nifty "Barker" Opening

(Continued from page 1)

had never appeared in the talkies, with Milton Sills playing the principal role of the Barker. Dorothy Mackaill, Betty Compson and Douglas Fairbanks, Jr. have the other speaking roles.

Among those in the audience were Will H. Hays, Harry Warner, Major Albert Warner, Irving D. Rossheim, Warren C. Boothby, Ned E. Depinet, Jesse L. Lasky, Walter Wanger, Gov. Carl Milliken, Motley Flint, the California financier, William Fox, Spyros Skouras, Abe Sablosky, Abe Blank, George Trendle, J. R. Dillon of Hayden, Stone & Co., Dr. A. H. Giannini, J. I. Schnitzer, Sam Katz, Kenyon Nicholson, the author of "The Barker," and Charles Wagner who produced it on the stage.

The showing of "The Barker" was preceded by a program of short Vitaphone subjects.

Ufa Assets Listed at 25 Million Marks--Profits Drop

By Dr. R. OTTO

(Special Cable to Exhibitors Daily Review)

BERLIN—Only a small net profit of 161,215 marks shows on the balance-sheet of the Ufa company after a year of financial reconstruction so no dividend was declared.

During the year ending May 31, 1928, the directors' principal task was the revision of old agreements and the weeding out of unremunerative theatres.

Production which had come to a standstill, was vigorously resumed and 33 features, 35 shorts and about 190 newsreels were produced for this season.

The theatres and studios are valued at 24,379,102 marks as compared with 20,000,000 marks the year before. New theatres were built, older ones renovated. The value on the books of Ufa films has risen from 888,979 to 1,254,849 marks, and some debts have been reduced.

VICTOR INJUNCTION AGAINST COLUMBIA OFF

PITTSBURGH — The Common Pleas Court here has ordered the Victor Theatre of McKeesport to post a bond of \$3,500 in its litigation with Columbia Pictures until final trial comes up some time this Winter.

The Theatre had been granted a temporary injunction against Columbia by Judge Ford several weeks ago, which restrained Columbia from discontinuing service, following refusal of the exhibitor to arbitrate a dispute.

Acoustic Co. Deal For Television Sets

Officials of the Jenkins Television Corporation, which this week completed plans for financing commercial production of television sets for the reception of movies by radio in the home, yesterday denied that the Acoustics Products Co., which controls the Sonora-Bristolphone talking picture apparatus, had obtained control of the Jenkins patents.

J. W. Garside, president of the Jenkins company admitted that Acoustic Products are negotiating with them for a deal to manufacture the television sets.

RCA Puts Sarnoff Brown in K-A-O

(Continued from page 1)

Mazur, Marcus Heiman, Maurice Goodman, Lee Shubert and B. B. Kahane.

David Sarnoff was also elected Chairman of the Board and Hiram S. Brown, President of the Orpheum Circuit, Inc., yesterday.

Keith-Albee-Orpheum Corp. yesterday declared the regular quarterly dividend of \$1.75 on the preferred, payable January 2 to stock of record December 19.

Orpheum Circuit, Inc., also declared the regular quarterly dividend of \$2 on the preferred, payable January 2 to stock of Record December 19th.

Editor at AMPA

Myron A. Kesner, Managing Editor of the American Business Magazine, will address today's meeting of the Associated Motion Picture Advertisers at the Paramount Hotel. Don Hancock will introduce Editor Kesner. President George Harvey will call for committee reports on plans for the Hollywood Masque Ball which takes place at the Astor on March 9.

Rigaumont Opening

ITHACA—Dec. 6—The State Theatre, new house designed by Victor A. Rigaumont, New York theatre architect, for the Cornell Theatres, Inc., will be dedicated this evening. Rigaumont personally supervised the construction of the State and will be present for the dedication.

McCook Upholds Ufa—Eastern Claim

(Continued from page 1)

Civil Practice, no allegation of performance of contract was required and denied the defendants' motion with \$10 costs.

Attorneys for UFA Eastern, of which Nathan Burkan is one, will now move for a temporary injunction to restrain the Ufa Film Corporation, World Wide Pictures or Educational Exchange, Inc., from distributing Ufa pictures in the territories which UFA Eastern has under contract for distribution.

WAFILMS, Inc.

Walter A. Futter, Pres.
for Library Stock Scenes
130 W. 46th St. New York
Bryant 8181



TRAVELERS select the Great Northern for its wonderful location in Chicago's "Loop". They return because the large comfortable rooms, homelike environment, attentive service, excellent food and moderate charges make it an ideal hotel.

400 Newly Furnished Rooms.
\$2.50 a day and up. Sample Rooms \$4.00, \$5.00, \$6.00, \$7.00 and \$8.00.

Walter Craighead, Manager
DEARBORN STREET FROM JACKSON
TO QUINCY
New Garage One-Half Block

Sonora

CLEAR AS A BELL

PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE

12018

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

WESTERN UNION

NEWCOMB CARLTON, PRESIDENT

J. C. WILLEVER, FIRST VICE-PRESIDENT

SIGNS

DL = Day Letter
NM = Night Message
NL = Night Letter
LCO = Deferred Cable
NLT = Cable Letter
WLT = Week-End Letter

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

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STOP BRISTOLPHONE REPRODUCTION MARVELOUS STOP AUDIENCE
ENTHUSIASTIC STOP CONGRATULATIONS =

J W WALSH PALACE THEATRE DANBURY CONN.

Bristolphone

50 WEST 57th STREET, NEW YORK CITY

Pathe Lands Maugham For Ina Claire

Noted Playwright and Author to do Original Vehicle for Star

By W. R. WILKERSON

W. Somerset Maugham, the noted English playwright and novelist, has been signed by Pathe to write an original screen starring vehicle for Ina Claire. Mr. Maugham will remain in New York until the work is completed.

This announcement by Colvin W. Brown, Executive Vice President, further confirms the statement issued upon the acquisition of Miss Claire that Pathe has under way a definite series of moves that will materially strengthen its position.

Pathe's choice of Maugham to write Miss Claire's vehicle is both a logical and a happy one. The distinguished star's most recent stage appearance, early this season, was as the lead in Maugham's "Our Betters," sponsored by Messmore Kendall and Gilbert Miller, at the Henry Miller Theatre in New York. Miss Claire had one of the most interesting roles of her career in this play.

Huge Pathe Sign

Pathe has erected at its home office, 35 West 45th St., New York City, a large sign, extending across the front of the building, spelling the firm name in gilded block letters sixteen inches high and with a large, red trade mark rooster at each end. Also, at each side of the entrance, the firm name and the street number are lettered in bronze.

Warner Star Returns

Carlotta King whom Warner Bros. brought to the screen by giving her the lead in their first Vitaphone operetta, "The Desert Song," has returned to California from a vacation of two weeks spent in New York. The day before her departure she entertained members of the press at a tea.

3 SILENT CHRISTIES FOR DEC. RELEASE

Bobby Vernon, Billy Dooley, and Jack Duffy are each starred in a new Paramount-Christie silent comedy released during the month of December.

Heading the list of new Christie two-reelers is Bobby Vernon in "Footloose Wimmin", directed by Arvid E. Gillstrom. Billy Dooley's comedy is "Gobs of Love" in which Dooley and another sailor are on matrimony bent, and broke. The next of the Sandy McDuff series starring Jack Duffy is "Should Scotchmen Marry", with Neal Burns, directed by William Holland.

First National, M-G-M Kindly Notice

(From N. Y. Daily Mirror)

With "Flaming Youth" and "Dancing Daughters," two of the great box-office hits of their seasons, Universal plans another to be called "Flaming Daughters."

Fox All-Talkie "In Old Arizona" Wins Praise of Western Critics

STUDIO GOSSIP

Ralph Forbes has been signed by Columbia for the lead in their all talkie production, "Trial Marriage."

Anthony Coldeway has been made assistant associate executive at Warner Brothers' studio.

John Loder's contract with Paramount has been renewed and he has been loaned to Wilcox for the lead in "The Fog."

Fox has bought an original story by Wallace Smith "The Grouch Bag." This will be made into an all talkie.

Paul Perez is writing the dialogue for "His Captive Woman."

Hugo Reisenfeld is doing the musical scores for "The Rescue," "King of the Mountains" and Tiffany-Stahl's "Lucky Boy."

Leo McCarey is personally directing the new Laurel-Hardy comedy.

Rupert Julian will play a minor part in his own production of Ben Hecht's "The Green Ghost" for M-G-M.

Dita Parlo will not have the lead opposite Maurice Chevalier in his first American picture. No one has been selected as yet.

William Collier, Jr. and Carmel Myers have been added to the cast of FBO's picture, "The Red Sword."

John Francis Dillon recently shot studio scenes of eight different cafes, ranging from exclusive night clubs to a humble beanery, for F.N.'s "Children of the Ritz."

Nell Martin has sold the screen and talking picture rights to "Lord Byron of Broadway" to Metro-Goldwyn-Mayer.

Clive Brook, one of the principals in Paramount's all talkie, "Interference," left for New York Tuesday for a short vacation.

Judge Ben Lindsey will go on a lecture over the Pantages circuit to speak on "Companionate Marriage."

Paul Bern is flying east to give a talk before the students of Cornell University on movies.

Adam Shirk has joined Columbia Pictures as head of the publicity department.

George Landy has gone with the Edwin Carewe productions.

Albert J. Kelley has been signed by Burton King to direct "The Cleanup," a newspaper story.

Gwen Lee will be the vamp in Billie Dove's new picture, "The Man and the Moment," for First National.

HOLLYWOOD — The World premiere of the first Fox all-talking Movietone production of "In Old Arizona" which was held at the Mission Theatre in San Jose, has received enthusiastic praise from the critics of the Pacific Coast Independent Exhibitor and the San Jose Mercury-Herald who raved over the excellent recording of exterior scenes and their sounds. Dorothy Burgess, a newcomer, Edmund Lowe and Warner Baxter also came in for high praise because of their realistic performances.

A large number of officials of the Fox Film Corporation accompanied the production to San Jose for the preview. Among these were Winfield Sheehan, vice-president and general manager of the Fox Film Corporation; A. M. Bowles, general manager for northern California of West Coast Theatres; Nick Stuart, assistant general manager, northern division; Fred Voigt, manager Fox Film Exchange, San Francisco; Irving Cummings, director of the picture; Elmer C. Hanks, superintendent of maintenance; Bob Harvey, Director of publicity for northern California and John Levin.

Garbo Re-Signed

Greta Garbo has been signed on a new long term contract by Metro-Goldwyn-Mayer. Miss Garbo will enjoy a vacation before resuming work under her new contract. Her first picture will probably be Elinor Glyn's "Tiger Skin."

Dummies Talk

The marionettes are to make a modernistic "talkie," with modernistic settings and lighting. The Fox Film Co. has just discovered the film possibilities in the "sophisticated puppets" of the Guignol Studios, New York's new permanent marionette repertory company. This will be shown in an early release of Fox Movietone News. Later it is planned to make a feature length talking picture using the puppets.

Revnes Joins Glazer

Maurice Revnes, long with Metro-Goldwyn-Mayer, leaves that organization this week to become assistant to Barney Glazer, production head at Pathe.

What Price Title?

United Artists are certainly having their hands full deciding on a title for the latest Griffith picture. First it was "La Paivo", then "The Love Song", this changed to "The Heart Song", yesterday "Lady of the Pavements" and today "The Masquerade". They ought to have three or four more guesses. And too, it will not have dialogue. The difficulty of reassembling the cast and the doubt surrounding the whole idea probably caused them to make this change also.

OPINIONS

By W. R. WILKERSON

VARIETY'S REPORT

A survey of a few of the key centers throughout the country in Variety this week regarding "sound" grosses is very interesting and is sufficient proof, that with the novelty now worn off talking and synchronized pictures, it becomes a question, "if the picture is good, sound or silent, patrons will buy, if it is not good, all the wiring in the world will not bring them in".

On top of this survey, we have reports from Hollywood that, at least two major producers will release quite a few silent pictures on their programs for next year. By this we mean "all-silent", and not a proposition of making two versions of a picture, with part or all dialogue, and the other straight silent. Both these studios realizing that everyone is going about this thing with too much haste, a continuance of which will spoil sound for all time have adopted a procedure to take it in easy stages with some attempt to reach partial perfection as they go.

"HITCHY"

And while on the subject of sound, we hear that M-G-M have signed Raymond Hitchcock for talking pictures. If there is a worse voice, for either stage or recording in the whole of the amusement business, we would like to hear it. Maybe they are going to use "Hitchy" for the roar of the M-G-M lion.

EQUITY

Reports from Hollywood seem to indicate that Equity is getting a foothold in the affections of the motion picture colony. We are nothing for or against this organization but we hope that the actor thinks twice before stepping. Conditions have not been so bad for him in Hollywood. He has made plenty of money, and this rush of the legitimate player to the West Coast studios will only effect him temporarily, if at all. Why disturb an harmonious and financially successful enterprise especially at a time when the producer has shown a tendency to really do something for him. By this we mean the "call bureau" recently put into effect. It is our opinion sitting 3000 miles away from the seat of action that this bureau is the greatest thing that ever happened for the actor. It really gives him a service, and in order to get this service, the producer will be compelled to pay the cost of making said service possible.

SOME GOOD

The stage and screen are two different enterprises having the amusement of the world as a common ground for likeness. Aside from this, they are both different. Differently organized, differently run. What Equity has done to benefit the stage, the same service would mean nothing to pictures. There are no fly by night producers in pictures that should be compelled to post a bond in order to open a show. There is no protection needed in pictures to protect the actor in matter of rehearsals. And in so far as our knowledge is concerned these are the two chief reasons for Equity. Consequently, if we were an actor we would think several times before disturbing a condition that is exceedingly profitable at present with a better outlook for the future.

DAILY REVIEW

Reg. U. S. Pat. Off.—Formerly Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 131

New York, Friday, December 7, 1928

FIVE CENTS

A Cowardly Generalization!

By ARTHUR JAMES

The estimable Academy of Motion Picture Arts and Sciences is giving heavy consideration to the iniquities of the Fan magazines. It is charged by the excellent Mr. Frank Woods that the "Fan Magazines write abusive things about stars, players and others". Mr. Woods thinks it should be stopped. Mr. Woods is right but why the wholly iniquitous generalization "Fan Magazines"?

What Fan Magazines and which Fan Magazines are the offenders? Is it Photoplay? Is it Screenland? Is it Motion Picture Magazine? Or are any of these magazines innocent of blame? The only fair and square thing to do is to say which magazine offends and point out the offense. To do less is nothing short of cowardly as the innocent are blamed with the offending.

We have encountered the same thoughtless and stupid generalization regarding the Trade's press. A very splendid man told us the other day that the trouble with trade papers in the picture business was that they didn't care who abused the business or who attacked it. They just went on like contented cows grazing in the field that grew thinner and thinner in grass.

We asked him: "When you say trade papers just what do you mean?"

"Oh," he said, "I mean all but two".

"All right", we rejoined blithely, when our mood was to smite him, "will you be good enough in the future to say so?"

We know a prominent attorney in the picture industry who has been served immeasurably by two of the trade newspapers, yet when he sees something stupid or worse in one of the sleek dumb ones he invariably generalizes and says:

"These trade papers absolutely disgust me. They don't care a rap for the business they are supposed to be devoted to".

DON'T GENERALIZE on the trade's papers or the Fan Magazines. Praise by name those that deserve it and, if you will, BLAME BY NAME THOSE THAT ARE ENTITLED TO BLAME!

It's so, also, with pictures. The whole picture industry declines and properly to take the blame for the few bad pictures. Give the Fan Magazines and the Trade's press the same decent break!

Schenck Blames Stock Manipulators For Loew-M-G-M-U. A. Merger Rumor

Lichtman Calls U. A. Sales Convention in Chi. Dec. 14-15

M-G-M President Issues Firm Denial and Sees Malicious Attempt

LOS ANGELES — Vigorous denial to the rumor circulated involving alleged negotiations for absorption of Loew's Incorporated and Metro-Goldwyn-Mayer by another film concern was made today from the Metro-Goldwyn-Mayer Studio by Nicholas M. Schenck, president of the former Organizations.

Schenck who expressed the belief that the rumor was maliciously created, stated:

"The story that negotiations were under way for sale of Loew's Incorporated and Metro-Goldwyn-Mayer to another motion picture concern is absolutely untrue and I wish to deny it in the strongest language

(Continued on page 2)

Paramount News

In Sound

Paramount News will reach the exhibitor in sound at a very early date, according to the announcement of Jesse Lasky. "The Sound trucks and complete working units are being assembled and will function very shortly".

OKLA. M.P.T.O. STAYS NAT'L.—BENDER, PRES.

OKLAHOMA CITY — The Motion Picture Theatre Owners of Oklahoma in convention assembled here unanimously voted yesterday to continue its affiliation with the Motion Pic-

(Continued on page 2)

M-G-M Chicago Confab On Talkie Policy

All division managers of Metro-Goldwyn-Mayer plus quite a few of the executives from the home office met in Chicago, the first part of this week. It was a general confab wherein the policy of marketing sound pictures and general sales ideas were discussed. The division managers will call territorial sales meetings immediately to instruct the different branch managers and salesmen regarding the new policy.

T-S Denies Merger

Mr. Grant L. Cook, Secretary and Treasurer of Tiffany-Stahl Productions, Inc., in a statement issued, denies that there is any truth in the report of a contemplated merger of his company with any other organization. He has no idea where the rumor originated. Tiffany-Stahl, he added is going along with its production schedule of sound and talking pictures synchronized by the RCA Photophone method.

Talking Picture Policies to Be Discussed at National Gathering

A national convention of United Artists' sales force will be held at the Stevens Hotel, Chicago, December 14th and 15th. Al Lichtman, sales head, announced yesterday that 1928 has been United Artists, most profitable year and that the convention is a combined celebration of 1928 and preparation for 1929. It will be the first national sales con-

(Continued on page 2)

UNIVERSAL ISSUES FINE DEC. PROGRAM

A strong list of releases for December is announced by the Universal Pictures Corporation. Five special productions and two thrill pictures are included in the list.

Heading the holiday list is "The Melody of Love," put out by Universal as their first 100% talking

(Continued on page 4)

PATHE SOUND NEWSREEL TO ISSUE ONCE A WEEK

Pathe announces the release of a Pathe Sound News every week, beginning February 3rd. Since its debut November 11th it has been issued every two weeks but the steady demand by exhibitors has prompted the launching of the new schedule.

A complete system of branch offices for sounds news gathering will be established throughout the country and in Europe.

Shard Theatres Penalized \$13,000 for Bicycling Films

Exhibitor Punished for Grimm Gets Adv. Post In Univ. Home Office

Ben Grimm veteran motion picture advertising and publicity man, has just been appointed Assistant Advertising Director for Universal. He will be the right hand man of Milton Silver, who has just stepped into the post of advertising chief for the Laemmle organization.

Grimm is one of the best known advertising men in the industry. His experience in the advertising, public and it was found that conditions were so bad that in one instance

(Continued on page 4)

(Continued on Page 3)

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London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour Street, London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

MAIN STREET

by

GORDON TRENT

Tim McCoy, M-G-M Western star sails tonight on the Majestic for Europe accompanied by his sister and brother-in-law, the Gilbert Millers. A handsome Xmas in London for handsome Tim . . . Two gentlemen of the British Paramount realm have terminated their Eastern studio observations and have departed, John Cecil Graham sailing for England today and Major C. H. Bell going to Hollywood for further study . . .

Dick Sears, Pathe News New England representative kept a date with his pal Bossy Gillis, as Bossy stepped out from the Salem jail—the result is an intimate film study of the hard-boiled egg . . . Leslie Wilkes well-known in Dallas as manager of First National has turned theatre manager and cast his lot with the Dent organization in three Corsicana theatres . . . Ernest Maas left town yesterday for a business trip to Chicago concerning pictures. He returns Monday . . . Sydney S. Cohen made one of his infrequent excursions into print yesterday with a helpful New Year's resolution and a plea for wider and better publicity to help sell good pictures . . . Lou Blumenthal, one of the not so idle rich, is sailing for Europe on the Homeric next month. Will be gone 70 or 80 days. Heigh—Ho . . . Howard Deitz, the father of Leo the Lion, returned yesterday from Chicago. Everything was intact when he was seen entering the M-G-M elevator . . . Jimmie Grainger has only one competitor for the honor of being the greatest donator to the cause of Mr. and Mrs. Pullman. His name is Eddie Smith . . . Richard Dix after being blown around for several days in New York is now longing for his home in Beverly Hills, and if you know how much persuasion it took to get "Rich" to leave New York when the Paramount studio closed two years ago, you would be able to sneak out a story from the above longing.

Barrymore for England?

Adelqui Millar, managing director of Whitehall films is negotiating for the appearance of John Barrymore in an English picture. If he consents to make it, the picture will be directed by Fred Leroy Granville, who recently joined the company.

Lichtman Calls U.A. Sales Convention in Chicago

(Continued from page 1)

vention of United Artists' forces ever held, including district managers, sales managers, salesmen and executives in charge of sales promotion.

Lichtman, Cresson E. Smith and Victor M. Shapiro will leave New York next Wednesday, December 12, for Chicago, in advance of others who will be arriving from all parts of the United States.

Talking pictures now in production will be emphasized by Lichtman in his discussion of 1929 releases. Individual sales and exploitation campaigns on these films will be arranged at the convention. Lichtman said talking pictures would be studied in relation to his analysis of theatres that will be wired during 1929, that all United Artists Pictures will be made with separate silent versions, even all-talkies.

Paul N. Lazarus, sales promotion manager, is preparing a special edition of "United Action," the house organ of the sales force.

volume.ofxx 1m, ET ET ET E E

Schenck Blames Stock Manipulators

(Continued from page 1)

possible.

"Were it not for the fact that such reports are apt to do harm this rumor would be the most ridiculously amusing gossip that I have heard in years. As it is I cannot help but feel that this unfair report was maliciously created possibly with the idea of stock manipulation.

"We are at present entering upon the most ambitious program of activities since the inception of our organization. Never before have Loew's Incorporated and Metro-Goldwyn-Mayer occupied a position more enviable in the industry than they do today and we are particularly proud of this fact. Anyone really familiar with motion picture conditions can appreciate how ridiculous it would be for our organization to even consider negotiations such as those circulated, had they been submitted, which they emphatically have not."

A New Year's Resolution

By SYDNEY S. COHEN

Let producers resolve, for a period of at least six months, to increase their advertising in all trade papers that are read, both national and regional. Let them make it as comprehensive and efficient as their best advertising minds can make it.

Where possible, take advantage of billboard advertising, newspaper magazine publicity. It will be found to be self-serving as well as customer-serving, for good merchandise cannot be too extensively advertised.

Okla. MPTO Stays National—Bender, Pres.

(Continued from page 1)

ture Theatre Owners of America. The Allied proposition will be taken up at Board of Directors' meetings later.

The annual election of officers resulted in A. R. Bender of the Mecca Theatre, Cleveland, Oklahoma being made President. W. Z. Spearman, present incumbent was elected Vice-President and Business Manager; John Brown, Treasurer, Edward Kadane, Secretary and E. W. Johnson, Chairman of the Board.

The new directors are J. G. Bennett, E. V. Weaver, John McGinley, Fred B. Pickrel, H. G. Tetmund, Carl Hartman, Phil Isley, J. D. Wine-land, Jack Johnson and Fred Allred.

GRIMM GETS ADV. POST

(Continued from page 1)

licity and exploitation field includes several years as advertising manager of the Moving Picture World, advertising manager for Associated Exhibitors, and supervision of advertising for Warner theatres, as well as advertising work for Metro, Universal and other companies. He was sent to England by Universal, as the first man to introduce American exploitation methods in that country.

Prior to his appointment as Assistant Advertising Director, Grimm edited the Universal sales department organ, "The Gold Mine" and assisted with advertising copy. Fred Eichorn of the Universal advertising department, will take over the editorship of "The Gold Mine."

HIGHLIGHTS OF 3 MOVIE TONE NEWS

The next three issues of Fox Movietone News, all being released week beginning December 8th, feature many splendid sound subjects. The high spots which are found in Volume 2, Release No. 10-A are the opening of Congress and speech by Speaker Longworth; the visit of the Swedish Prince Count Folks Bernadotte, who was a principal in the \$750,000 Manville wedding; Coolidge in Virginia trap-shooting and several college subjects.

In Volume 2, Release No. 10-B there are the 10th Anniversary Celebration of the Polish Republic; Stage Stars at the Dog Show; the Kentucky Stakes Horse Race; the Biggest Boy in the World and the Chinese Telephone Exchange in Frisco.

Volume 2, Release No. 10-C feature Visit of Santa Claus to N. Y.; Bossy Gillis Leaving Jail; U. S. Cavalry Charge; and Etiquette Tips by Emily Post, arbiter of fashion.

All three issues have local subjects of the Stanford-Army Football game and an address to youth by George M. Reynolds, Chicago banker.

AT A SACRIFICE

Full equipment for small house.
650 leather uph. chairs.
2 projectors.
12 large lobby frames.
1 large ticket booth.

Can be examined by appointment,
by—

Mr. I. Goldstein

691 Elizabeth Ave. Newark, N. J.

**Worn Out Projectors
and Defective Parts
are Costing Exhibitors Millions
of Dollars Every
Year in Loss of Patronage and Injury
to Prints**

International Projector Corporation
90 Gold Street New York, N. Y.

It's the Great American Picture

Dallas, Tex.

"'Uncle Tom' good for ten days more. Expect to make up all Summer losses with it."

Capitol Theatre

Wichita, Kans.

"Just completed week of tremendous business on 'Uncle Tom.' All records smashed."

Charles F. Smith,
Managing Director,
Uptown Theatre

Oklahoma City, Okla.

"Very happy advise necessary hold over 'Uncle Tom' for second week. Did tremendous business."

R. D. Hutchinson,
Liberty Theatre

Grand Island, Neb.

"'Uncle Tom' has broken all records in its first three-day showing topping year's best supers."

Vogel Gettier,
Capitol Theatre

Kane, Pa.

"'Uncle Tom' Universal's greatest screen masterpiece. Opened to record-breaking business despite heavy opposition."

Chase Street Theatre

UNCLE TOM'S CABIN

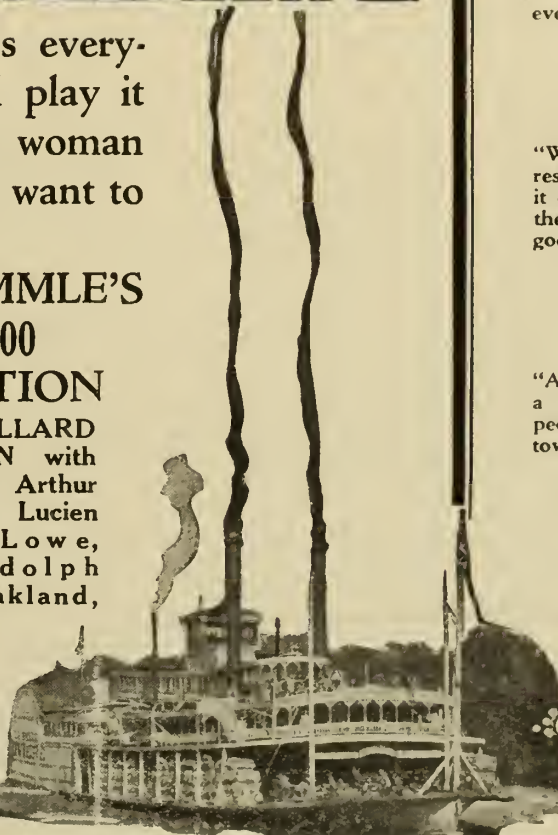
Exhibitors everywhere should play it—every man, woman and child will want to see it—

CARL LAEMMLE'S

\$2,000,000

PRODUCTION

A HARRY POLLARD
PRODUCTION with
Marguerita Fischer, Arthur
Edmund Carew, Lucien
Littlefield, James Lowe,
Virginia Grey, Adolph
Milar, Vivien Oakland,
Lassie Lou
Ahern, Mona
Ray, Aileen Man-
ning.



Ottumwa, Iowa

"Had plenty of competition, but they couldn't lick 'Uncle Tom's Cabin.' Now we know Universal has the big ones."

L. S. Brown, Mgr.,
New Square Theatre

Akron, Ohio

"I have seen a lot of big pictures and I have played a lot but beyond any question of doubt 'Uncle Tom' is the biggest and best box office sensation that has ever been released."

Frank C. Reinecke,
Paramount Theatre

White, S. D.

"Wonderful picture in every respect. Better than I thought it could or would be. I wish all the so-called specials were as good."

K. Cummings,
Opera House

Lincoln, Kans.

"A wonderful drawing card and a really big picture. Drew in people that I had never seen in town before."

R. W. Mossleman,
Princess Theatre

Pueblo, Colo.

"Just completed sensational week's run 'Uncle Tom.' Business phenomenal. Biggest seven days ever done."

Harold E. Rice,
Palm Theatre.

Book "THE MAN WHO LAUGHS" and let the magic name of Victor Hugo pack them in for you. Carl Laemmle gave you "The Hunchback of Notre Dame" and "Les Miserables." Now he gives you the most soul-stirring and dramatic of this great Victor Hugo trio. It is glorious entertainment for Big Towns—for Little Towns—for Everybody—Everywhere. Paul Leni's greatest achievement, starring Conrad Veidt and Mary Philbin.

Lasky Issues Next 6 Mos. Talkie Program

Lists 22 All-Talkies — 17
Sound and Talkies—50
Short Talkies

By W. R. WILKERSON

Marking the culmination of a two year period of intensive research and experimentation Jesse L. Lasky, first vice president of Paramount Famous Lasky Corporation today announced a definite program of talking, singing and synchronized pictures which will be released by his company between January 1st and July 1st, 1929.

"For seventeen years our company has produced the finest quality silent pictures," said Mr. Lasky. "For the past two years, ever since sound pictures became possible, we have been working in this new field. We installed in our great studios at Hollywood, California and Long Island City, New York, the most complete and finest equipment for making pictures that talk. We assembled the best technical staff available. We made rigid tests of our stars and players and discovered that the great majority of them have excellent recording voices. As a sample of what could be accomplished with the new medium of artistic expression we recently pre-released 'Interference,' which was greeted on all sides with superlatives."

"There will be 22 all-star all-talking feature pictures and 17 full length productions which will have talking and singing in addition to a synchronized music score. Approximately 50 short talking features will be distributed during that period."

"This does not mean a cessation of silent picture production. Of the 39 sound pictures 24 will also have silent versions. These, in addition to 3 pictures which will be produced entirely in silent form, make a total of 27 feature length pictures which will be available for those theatres not equipped for sound reproduction."

"We will release a series of four units comprising a full program with one feature and two short feature subjects."

STUDIO GOSSIP

Buster Collier, Jr. has signed with Metro-Goldwyn-Mayer to play the juvenile lead in "The Bridge of San Luis Rey."

George Fitzmaurice, it is rumored, will leave First National when his present contract with them expires.

Martha Mattox and Walter McGrail will have important parts in Tom Mix's latest Western, "The Dude Ranch."

George Perilot has been added to the cast of First National's "The Comedy of Life."

Sylvia Beacher has been given the feminine lead opposite Maurice Chevalier in his first Paramount talking picture.

George Fitzmaurice is completing preparations for his production of "The Man and the Moment."

Robert Castle, Viennese actor will have the part of the artist in Janing's new picture for Paramount.

Thomas Jefferson, character actor, will act in and coach E. H. Griffith's production of "Porgy" for Pathe.

Taylor Holmes, Jr. will play the part of the son in "The Genius" a Paramount picture.

Carol Lombard will have the lead in Cecil DeMille's picture, "Dynamite."

Pathe has taken over radio station KFVD in Hollywood and has bought it.

Edmund Breese will desert movies in the spring to appear on the stage.

D. W. Griffith's "The Heart Song" will be released as a silent picture, after all.

Christie is making a series of all-colored short-reel comedies for Paramount release.

Bad Film Stock Slump!

Due to the rise of call money to 12% yesterday and the change in the rediscount rate, one of the worst slumps of the year took place on the stock exchanges, film stocks being particularly affected.

Warner Brothers went off 10 3/4 points; Radio Corp. was off 15; Paramount off 3 1/4; Pathe off 1 1/4; Loews off 3; Stanley off 3; Keith-Albee preferred off 5 3/4; K-A-O off 3 3/4; Fox off 4 3/4; General Electric off 11; Warner-Curb, off 4; Universal (C) off 2.

One redeeming feature in the film transactions was the gain of 3/4 of a point in Fox Theatres on the curb, going to 31 1/2, with the huge sum of 173,200 shares being traded.

Universal Issues

Fine Dec. Program

(Continued from page 1)

picture on the screen.

"Red Lips" also is an early December release. It is a Melville Brown production adapted from a story by Percy Marks, author of "The Plastic Age."

Another December release is "The Gate Crasher," Glenn Tryon's latest Universal production. Patsy Ruth Miller is Tryon's principal support.

"Give and Take," Universal's adaptation of the Aaron Hoffman stage success, also will reach the screen in December. It is a Carl Laemmle Special, and is being put out both in silent and in synchronized form.

"Honeymoon Flats" will reach the screen from Universal during Christmas week. It is from Earl Derr Bigger's Saturday Evening Post story.

Universal also announces the release this week of "The Hero of the Circus," starring Maciste, Europe's most popular strong man and stunt star and a Ted Wells Western feature this month. It is "Beauty and Bullets," directed by Ray Taylor.

Shard Theatres Penalized \$13,000 for Bicycling Films

(Continued from page 1)

on the complaint of two exhibitors Pathe had to pull a print out of the booth of one of Shard's theatres, in order not to cause a miss-out with another exhibitor.

The theatres involved were the Mt. Vista, Pendrola, Emory and Lyric. The exhibitor produced seven witnesses to substantiate his claim that there was no violation of his contract, because he had oral understandings with the companies, that he might use the product in the manner in which he was doing.

Shard claimed that for many years the custom has been to buy for one theatre and use for several because when he bought for a zone and he had two theatres in that zone, it did not make any difference which theatres he played since they were very close to each other.

Louis Nizer of New York assisted by J. Levin of Cincinnati represented the exchanges.

GOSSIP OF PARIS

By ANDERSON GREGG

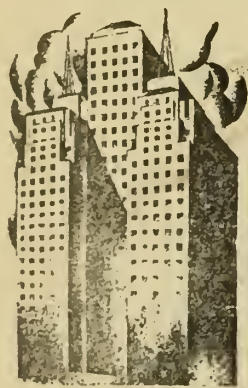
Enterprising young French authors who have yet to "arrive" are overheard to speak indulgently regarding the "talkies." Having no established reputations to sacrifice, they have even dared to foresee the day when dramatists writing for the audible screen, will be eligible for membership in the French Academy. It delights them to drop remarks to this effect within the hearing of any of the living "Forty Immortals" who are sufficiently robust to bear the shock without danger of dropping dead from apoplexy. Famous academicians long since deceased are declared to be turning in their graves in protest against such possible desecration of their imperishable works.

Nevertheless you may hear before long that the late Anatole France died only a few years too soon to see with his own eyes his "Man With a Dumb Wife" presented as a "talkie." This witty stage classic, and also Moliere's "Imaginary Invalid", in which surgical and medical methods of the same period are satirized, are recognized as rich screen material plus spoken lines of a quality calculated to make any screen audience sit up and listen.

More and more in Paris film circles the "talkies" are dwarfing every other subject of comment. Not a little envy over the activities of British producers along this line is observed. But it is the sort of envy that transforms itself into emulation. The French have always considered their dramatists superior to all others. They are therefore expected to perfect a form of dramatic construction for the screen, now that speech is added, that will be accepted the world over. The forms of a new art, it is argued, can only be created by those having long experience with allied forms. The perfect stage drama is therefore the ground plan of the perfect screen "talkie." Who wrote it, Shakespeare or Moliere? Be careful not to have any doubt on that point when you are in Paris.

When the French fall, they usually land on their feet—at least in their own estimation. Unanimous surrender to the "talkies", when at last it comes, will cause you to be reminded that Sara Bernhardt was the first star of the first movie drama ever produced.

"The Mecca of All Picture Functions"



ARE YOU PLANNING A SALES
MEETING—
AN EXHIBITOR GATHERING—

Do you want to
GIVE YOUR SALESMEN A LITTLE
DINNER—A DANCE—A BANQUET?

Call our banquet department and let
them offer a few suggestions.

We have banquet rooms, meeting rooms,
ball rooms that will take care of
your every want.

THE PARK CENTRAL

FIFTY-FIFTH STREET AT 7th AVENUE
NEW YORK CITY



from OVERTURE to EXIT MARCH

*Complete unit program is answer to
showman's demand for a perfect show*

IN SOUND

PATHE is the first to offer a COMPLETE SOUND UNIT PROGRAM—*From Overture to Exit March!* . . . PATHE blazes the trail with this startling innovation that meets the drastic changes brought about through the perfection of *sound* pictures.

Complete in One Can!

The BOON offered to exhibitors by PATHE is a diversified, well-balanced Showman's Sound and Dialogue Program—all *complete in one can!* PATHE SOUND NEWS and PATHE FEATURES are the backbone of this Unit Program—built upon *showmanship principles*, keyed to *popular appeal*—made for *box office purposes solely*.

From Overture to Exit March!

EACH UNIT SHOW includes an Overture and a closing musical number, assuring the theatre as complete a musical program as would be provided by a symphony orchestra in the pit.

BOOKING DETAILS reduced to a minimum! An entire show in one shipment! Ready for the projector! Rigid Pathe exchange inspection assures perfect condition of film!

Diversity in Sound Unit Shows!

Six *sound* features now ready! Massive production schedule of sound and dialogue subjects under way! Great array of Features and Short Subjects, Pathe News, Pathe Review, Grantland Rice Sport-lights, "Smitty" Comedies, Aesop's Fables, Topics of the Day—ALL IN SOUND!

READ WHAT THE TRADE PRESS SAYS

"It has remained for Pathe, the oldest organization, to bring the newest innovation to this fast developing new form of entertainment . . . This is not only a progressive but an aggressive bit of showmanship . . . It is just another step in the advancement of sound pictures."

H. David Strauss in The Morning Telegraph

"This looks like fine show progress to us and it is so down to earth that you can put your hands on it. A dozen years ago the balanced program brought the crowds into the motion picture theatres and they came regularly . . . The Pathe plan uses the basic principles of this proved success method, enlarges it, improves upon it, gives it class and the extra appeal or good sound accompaniment."

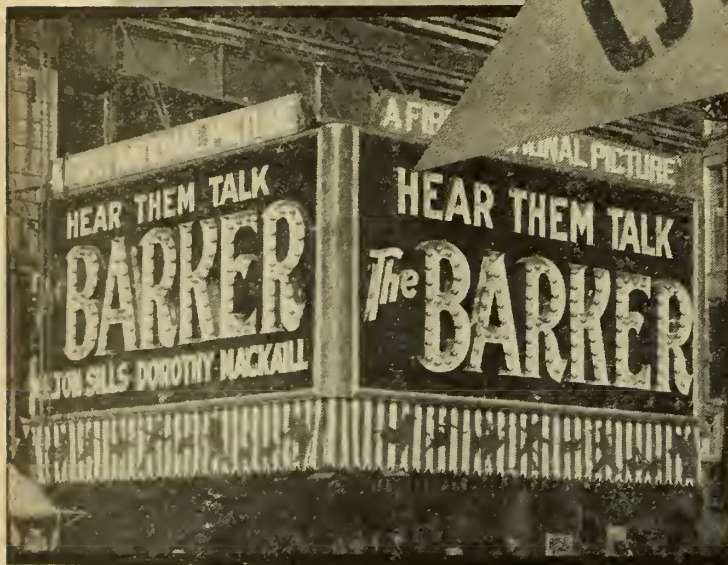
Arthur James in Exhibitors Daily Review

Pathé Pictures

Talking Box-Office

Sound recorded by
the sensational
RCA PHOTO-
PHONE System,
every subject in
each unit will be in
absolute accord.

Beginning today—
Broadway is a
ONE-WAY Street!



With
MILTON SILLS
DOROTHY
MACKAILL

Betty Compson and
 Douglas Fairbanks, Jr.

a **GEORGE**
FITZMAURICE
PRODUCTION

From the Play by Kenyon Nicholson. Stage Production by Charles L. Wagner. Adaptation by Benjamin Glazer. Presented by Richard A. Rowland.

WITH SPEECH
AND SOUND!



All New York is Headed for **THE BARKER**

Hats-off press oration at Central Theatre premiere Dec. 5 started city-wide stampede to this

\$2.00 ROADSHOW HIT

"The real thing, if I am any judge of swell shows...Pictured beautifully...acted capially...Deserves success."

—Quinn Martin in *Morning World*

"The picture is there."

—Mordaunt Hall in *N.Y. Times*

"Genuine three-star entertainment...Sills at the peak of his career... House in uproar at premiere... Swell comic relief... Knockout cast... Big spectacular shots are thrilling... Behind-the-tent stuff 'gets' you... Realism... sparkle... plenty of action. Never a dull moment... Completely engrossing movie."

—Irene Thirer in *Daily News*

"Milton Sills' best picture since 'The Sea Hawk.'"

—Rose Pelswick
 in *N.Y. Evening Journal*

"Stirring in the extreme. You can bet it will remain at the Central Theatre for months."

—George Gerhard
 in *N.Y. Evening World*

"Sillshuman and believable and quite credibly tough... Faithful, well acted, and brightly produced...Deserves success."

—Richard Watts, Jr.
 in *Herald Tribune*

"Here's entertainment for you. A carnival story in which the guts has been kept... Playstricks on your emotional funny bone... The picture is there. Go to it."

—Kann in *Film Daily*

"Bound to take its place as one of the year's winners... Marvelous job in direction. Fitzmaurice left nothing undone or overdone."

—W. R. Wilkerson in *Daily Review*

FIRST NATIONAL *talks* **BUSINESS**

Member of Motion Picture Producers and Distributors of America Inc. ~ Will H. Hays President

Steffes Allied Speakers to Stump Eastern States

DAILY REVIEW

Reg. U. S. Pat. Off.—Formerly Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 133

New York, Monday, December 10, 1928

FIVE CENTS

A Menace? Not Likely!

By ARTHUR JAMES

PRO

News that the \$10,000,000 Jenkins Television Corporation public stock issue has been eagerly snatched up and none is now obtainable, is stirring the pulses of many picture people these days. The fact that this new corporation and others, will, within a short while, produce and market its perfected device and hundreds of thousands of families will be watching clear animated motion pictures on walls of their homes at a cost much smaller than in the theatre, is furnishing some food for thought.

Some there be who foresee not only a close co-operation between both interests — the electric and radio companies on one hand and the motion picture producers on the other — but see also a huge source of revenue in addition to theatre receipts, but also a tremendous boon to the small town, the farmers and the shut-ins and home-lovers.

WHAT ABOUT IT?

Let us look into this, a bit. First — what will happen to the vast army of second and third-run theatres throughout the country? What about the millions invested in the theatre properties by the producers themselves? Will they stand for nationwide broadcast of movies direct to homes, and what about the independent theatre owners? Will the percentage returns from television exhibition make it worth while for small town theatres to be scrapped?

Will television actually be a commercial success? Will people stay home nights to see these pictures or will the theatres remain and compete with the home movie? Will this competition force greater attractions to be made for theatres in order to draw patronage enough for substantial profit? And lastly will Television prove an exploded hoax, such as the radio proved to be, as far as theatre menace is concerned?

CON

Television enthusiasts should bear this in mind. Every claim that is now being made for home movie entertainment, was put forth with the birth of the radio receiving set, but we fail to see where radio has hurt the industry. Far from it. Never before has there been such an expansion in bigger and more beautiful theatres, than since the arrival of the radio.

One might be justified in saying

(Continued on Page 2)

BOOTLEG DISC MACHINE PARTS AND OVERPRICING HIT UNWARY

'KOLSTAPHONE' USES 'WINGS' VITA-DISCS

HOOD RIVER, Ore.—Art Kolstead, owner of the Rialto Theatre has perfected a talking picture machine interchangeable with any film or disc and installations are promised within 21 days after contract signing.

Kolstead has organized the Theatre Sound Corporation with offices in Portland. John J. Fleming, head of the Oregon exhibitors' organization is the general manager.

The device, which is known as "Kolstaphone" was used in the Rialto Theatre on December 3rd, running Paramount's picture "Wings" synchronized on Vitaphone records.

WOODHULL AT N. C. CONVENTION TODAY

The battle for supremacy between Woodhull and Steffes shifts this morning to Charlotte, N. C., where the Motion Picture Theatre Owners of North Carolina begin a two-day convention at the Hotel Charlotte.

It will be decided at this meeting whether the North Carolina Association will continue its affiliation with the national body. The relation of the talking picture to the small theatre owner will also form a vital part of the discussions.

(Continued on page 7)

Chain Store Prosperity Pleases Theatre Owners

HONE N. W. GROUP TO MEET ON DECEMBER 18

SEATTLE — The Annual Convention of the Motion Picture Theatre Owners of Washington has been scheduled for December 18th in this city, according to announcement by J. M. Hone, Secretary.

Because of alleged disharmony with the National Group, the theatre owners will vote on that day on changing the name of the organiza-

(Continued on page 7)

NO DEFOREST CONTROL OF JENKINS TELEVISION

A. J. Drexel Biddle, Jr., chairman of the Jenkins Television Company Saturday denied that the DeForest Radio Company would enter the television field through the ownership of large blocks of Jenkins stock. He gave it to be understood that each corporation would separate corporate existence. Biddle forecast

(Continued on page 7)

North American Co. Starts Sound Studios

The North American Sound and Talking Picture Equipment Corporation, a Delaware corporation has been formed to launch a new disc talking picture machine and to produce their own talking pictures.

A studio is being acquired in New York for scoring finished product and producing new pictures with the North American device.

Screen-O-Scope Device

The Film Guild Cinema is in the final stages of completion. One of the interesting innovations incorporated in the design is a "Screen-o-scope", which is a new method of projection devised by Frederick Kissler, the staff architect of the Film Arts Guild, and which eliminates the necessity of any proscenium, curtain as well as the usual screen.

Standard Turntables, Horns And Records Used— Quick Cleanup Planned

Sound has gone in the bootlegging business.

Exhibitors, contemplating the installation of sound devices, are beginning to look carefully into the buying of disc equipment, so that no headaches crop up after the equipment is in. They want the best value for the money laid out, and are going to see to it.

It seems that everyone in the picture business has a sound equipment to sell. There must be at least 75 different devices, all more or less, good, in prices ranging from \$150 to \$25,000. Most of them will be washed up during the next year and the business will settle down to four or five different sets by as many

(Continued on Page 2)

ALLIED-M.P.T.O.A. STRUGGLE KEENER

The struggle between the forces of the Motion Picture Theatre Owners of America and the Allied States Organization grows fiercer and there is a real fight on hand.

From the mid-west comes the news that the Indiana and Iowa M.P.T.O. are already in with the Allied group, and with the entrance into the East-

(Continued on page 7)

SCHLESINGER SAILS ON PHONOFILM MISSION

To perfect working arrangements of a plan already matured for the production abroad of subjects especially suitable to the American market by use of the DeForest Phonofilm system of recording, M. A. Schlesinger, the president of General Talking Pictures Corporation sailed for England on Saturday.

British Talking Pictures, Ltd., owner of the Phonofilm device in England has already produced numerous short subjects and three feature length productions under this policy, and the General Talking Pictures executive will bring back these negatives on these productions when he returns before the end of this month.

(Continued on Page 2)

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

ARTHUR JAMES, Editor
W. R. WILKERSON, Publisher

Abraham Bernstein, Managing Editor; James Cron, Advertising Manager; Herman J. Schleier, Business Manager.

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London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour Street, London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

MAIN STREET

by

GORDON TRENT

Harry Richman's long-awaited debut as a full-fledged movie star was to take place this morning at the Cosmopolitan Studio in "Say It With Music" but United Artists have called it off . . . Hazel-eyed, blonde Helen Foster, star of "Road to Ruin" picture is making quite a name for herself and has been grabbed for a long-term contract by Cliff Broughton . . . Hollywood scents a great combination in Fred (Ben Hur) Niblo—John (Passion) Gilbert—Redemption—plus dialogue—M-G-M will have to open a special bank account for this one, both going and coming . . . Ben Blake just returned from Hartford, Conn., where he directed one of them there big industrials . . . Paul Perez, the dark and handsome devil, is now titling dialogue for the talking version of Fitzmaurice's "His Captive Woman"—if anybody can tell about captive women, Paul's the lad . . . Edgar Selwyn, Broadway's playboy and star producer is heing his way hence to Hollywood's 'boulevards to look over the talkies . . . Film Arts Guild, that Symon Gould brain-child is quite a flourishing institution. They have just acquired the rights to "Tolstoi Intime" a unique French film record of the last days of Tolstoi, which will be seen here in a few weeks . . . Harry Suchman that perennial bachelor is still holding out against the WEAKER sex—Harry may yet have a big CASE some day . . . "Zwei und Fierzigste Strauss" (Arabic for 42nd St.) is the first foreign-tongue turned out by Warners, for exhibition in German colonies in the U. S. and then for Europe . . . the story of Jaime del Rio's death in Berlin Friday, brought a tear to many an eye. "Dolores, Dolores," he whispered, as he died . . . Our contemporary Irene Thirer of the Daily News has just discovered that "Night Club" Robert Florey's Paramount all-talkie production was a dead secret to the news hounds . . . sorry. Irene to shatter your dream, but Gordon Trent scooped the field with this yarn three weeks ago in the Daily Review . . .

PAUL BERN IN TOWN FOR CORNELL LECTURE

Paul Bern, Pathe producer, arrives in New York from Hollywood today. Bern is on his way to Ithaca where he is to address the students of Cornell University on Motion picture production.

Among the pictures with which Mr. Bern is associated as Pathe producer are "Geraldine" and "Noisy Neighbors," both recently finished, and "Square Shoulders," which has just been put into production.

Bootleg Disc Machine Parts And Overpricing Hit

(Continued from page 1)

different manufacturers.

Dealers in worth-while devices are advising before you lay the cash deposit down, go into the merits of the machine carefully if you can. There is a good deal of bootlegged parts being used for sound equipment and some of these fellows are assembling sets made up of ordinary records, horns, wiring and standard turntables and synchronous attachments that anyone can buy cheaply. Determine if the seller is justified in asking enormous prices for something that can be put together for a few hundred dollars.

The Daily Review knows of one organization selling installations at prices ranging from \$3,500 to \$9,000, that cost them from \$75 to \$425. He is bootlegging all his parts, with the exception of the arm that connects the projector to the turntable. The only difference between the \$3,500 machine (which costs him \$75) and the \$9,000 outfit is the matter of more loud speakers at a cost of around \$20 each.

The crash in this whole sound-equipment is going to come soon. The holders of basic patents are going to step out and quite a few of the machines now being installed will have to be ripped out.

Be on your guard!

Chain Store Prosperity Pleases Theatre Owners

(Continued from page 1)

ported a decrease of 4.0 for November, and 7.4 for eleven months.

Theatre owners in the various large centres of the country see in this a favorable omen. They anticipate that this prosperity will be reflected in their own box offices during the coming holidays.

A MENACE? NOT LIKELY!

(Continued from page 1)

that when Television novelty has worn off as it greatly has in the case of radio, people will again continue going out—to theatres—to crowds and to human contact and for self-gratification in mass reaction.

This human interest angle is to be reckoned with. Especially where young folk are concerned. They want to go out and will go out, as often as they can.

Theatre owners will hardly wish to give up the field and their living. And it will not be necessary. When the novelty has worn off, they will again be called on to furnish entertainment in the personal manner and with the personal touch, even though they may have to fall back on canned talkies, improvised novelties, and the newest specialties.

NEW ERA FILMS FOR FILM CENTER

Harold Auten, U. S. representative of the New Era Films, Ltd., announces that his company is establishing temporary offices at 1600 Broadway, until such time as the new Film Center Building is ready, when the company will move to permanent headquarters in that building.

'SINGAPORE MUTINY' FBO HIT AT HILLSTREET

Ralph Ince's FBO production, "Singapore Mutiny", opened at the Hillstreet theatre, Los Angeles, yesterday, for a week's engagement.

This is the third FBO feature to play a first-run house in Los Angeles' downtown rialto within a month's time.

ZUKOR MAY TESTIFY IN MARKS BROS. CASE

CHICAGO — Judge Wilkerson of the U. S. District Court has ordered Adolph Zukor, President of Paramount Famous-Lasky Corporation to appear in court to testify in the Marks Brothers suit against Publix. Balaban & Katz and other distributors on alleged trade discrimination.

The postponed case will be heard by Judge Wilkerson on January 15, and this will be the first time that Zukor will appear on the stand in any of the suits brought by exhibitors in the past two years. Sonnenschein, Berkson, Lautman and Levinson; Winston Strawn and Shaw, all represent Paramount and the principal defendants in the suit.

WAFILMS, Inc.

Walter A. Futter, Pres.

for Libray Stock Scenes
130 W. 46th St. New York
Bryant 8181

SCREEN TESTS

Incandescant Lighting
Local No. 644 Cameramen
Complete Equipment
Studios for Rent

BROWNING STUDIOS

110 West 40th St. N. Y. C.
PENN 1258

TELL 'EM
WITH TRAILERS



NATIONAL
SCREEN
SERVICE
SELLERS
SEATS

Sound Newsreels

Pathe Sound News No. 3, released this week, presents five pictorial subjects in sound, of topical and seasonal interest, novelty and news value.

President-Elect Herbert Hoover, and the demonstrative public farewell given him before departing on his South American junket, is seen and heard as one of the main topical features. One of the most interesting sound features is the rehearsal of the huge boy choir of the Cathedral of St. John the Divine in New York.

The Christmas spirit prevails in the reel with the presentation of an array of talking dolls and animated animal toys in a Toyland demonstration. The other shots are made up of De Wolf Hopper, the noted veteran stage star, in voice and person on the screen revealing some back-stage secrets, and scenes of a toupe of Broadway chorus girls regaling the old seamen of the Sailor's Home on Staten Island with songs and dances.

Clow and Hurley Firm Handling Moviephone

The Sound Pictures, Inc., manufacturers of the First Moviephone, announce this week that the firm of Clow and Hurley have been placed in charge of the publicity for their activities.

Edward F. Hurley, the junior member of the firm, will be remembered for his work as publicity manager of FBO, Pathe and Associated Exhibitors.

AT A SACRIFICE

Full equipment for small house.
650 leather uph. chairs.
2 projectors.
12 large lobby frames.
1 large ticket booth.

Can be examined by appointment,
by—

Mr. I. Goldstein

691 Elizabeth Ave. Newark, N. J.

Classified Advertisement

Advertisements in this section, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

FOR SALE

MOTION PICTURE AND "STILL" cameras rented, sold and exchanged. Portable lights for sale and for rent. Keep us advised of your wants. Ruby Camera Company, 727 Seventh Avenue, New York City.

LOCAL FILMS

MOTION PICTURES MADE TO order. Commercial, Home or Industrial. We have excellent facilities and the best cameramen. Our price, 20c per foot. Ruby Film Company, 727 Seventh Avenue, New York City.

BUSINESS OPPORTUNITIES

WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

ANNOUNCING

GEORGE JESSEL

THE
ORIGINAL
"JAZZ
SINGER"

STAR OF
"THE
WAR SONG"

in

"LUCKY BOY"



A Picture the Public Has Been Waiting For

"LUCKY BOY," with GEORGE JESSEL in the title role, will be the outstanding box office attraction of the year. Known from Coast to Coast, both on the legitimate and vaudeville stages, Jessel has made for himself a host of admirers.

"LUCKY BOY" IS GEORGE JESSEL'S FIRST ALL TALKING AND SINGING PRODUCTION.

The score has been specially written for the star by Dr. Hugo Riesenfeld and synchronized by R. C. A. Photophone.

The supporting cast includes Margaret Quimby, Richard Tucker, Rosa Rosanova, Gwen Lee, Gayne Whitman, William Strauss and other well known screen players.

The story is by Viola Brothers Shore and directed by Norman Taurog.

WATCH FOR OUR THEME SONGS

TIFFANY-STUHL PRODUCTIONS INC.

1540 BROADWAY

NEW YORK CITY

DIRECTOR FROM BROOKLYN



Played at
**IT HIT N.Y.
WITH A BANG**

BEING BOOKED BY THE
LEADING CIRCUITS AND
FIRST RUN THEATRES IN
THE UNITED STATES.

PLAYED NEARLY THREE
WEEKS AT THE EMBASSY,
NEW YORK, AT \$2.00 TOP.

Playing
Newark Theatre, Newark, N. J.
Capitol, Lawrence, Mass.
Regent and Piccadilly,
Rochester, N. Y.
Modern and Beacon, Boston.
Colorado, Denver, Col.
Globe, Philadelphia, Pa.



MARRIAGE BY CONTRACT

A JOHN M. STAHL SPECIAL PRODUCTION
REMARKABLE SYNCHRONIZED SCORE WITH SONGS AND MUSIC

WITH
PATSY RUTH MILLER
LAWRENCE GRAY
AND A GREAT CAST
DIRECTED BY JAMES FLOOD



JACK SAVAGE

TIFFANY-STAHL PRODUCTIONS INC.

1540 BROADWAY

NEW YORK CITY

DIVAY TO YOU!

\$ **2** ^{top}

PLAYED FOR \$2.00 TOP AT
THE EMBASSY THEATRE, N. Y.

Booked by the leading Circuits

Playing:

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Rochester, N. Y.
Columbia, Dayton, Ohio
American, Salt Lake City, Utah
Garde, New London, Conn.

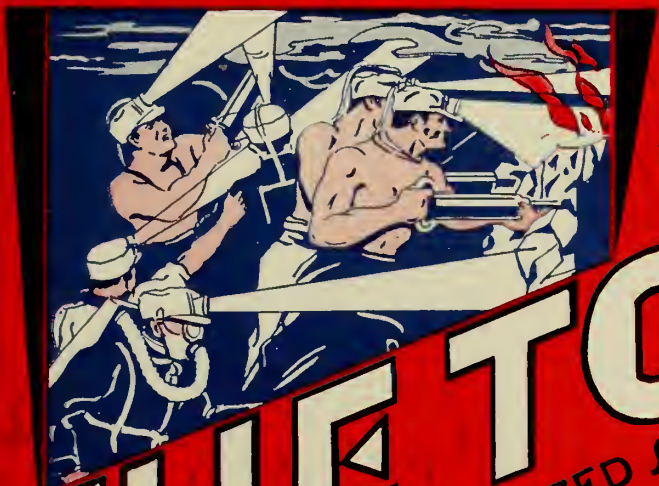
TIFFANY
CO-NE



THE CAVALIER

WITH A GREAT SYNCHRONIZED SCORE by HUGO RIESENFELD

A REGINALD BARKER
SPECIAL PRODUCTION



TIFFANY
CO-NE

THE TOILERS

WITH A THRILLING SYNCHRONIZED SCORE
By HUGO RIESENFELD

WITH
DOUGLAS FAIRBANKS JR.
JOBYNA RALSTON
AND OTHERS

A SENSATIONAL HIT WHEREVER
SHOWN!

The Eckel, Syracuse, N. Y.
Strand, Brooklyn, N. Y.
United Artists, Detroit, Mich.
United Artists, Los Angeles, Cal.
Capitol, Marbro, Granada—Chicago, Ill.
Lafayette, Buffalo, N. Y.
Regent and Piccadilly, Rochester, N. Y.
Newark, Newark, N. J.
Garde, New London, Conn.
Regal, Hartford, Conn.
Hippodrome, Baltimore, Md.
El Capitan, San Francisco, Cal.
Mainstreet, Kansas City, Mo.

TIFFANY-STAHLE PRODUCTIONS INC.

1540 BROADWAY

NEW YORK CITY

4 OF THE STAR SERIES

NOW READY FOR PLAY DATES



TIFFANY COLOR SYMPHONIES

IN A
PERSIAN
MARKET

A
JAPANESE
CARNIVAL

THE
TOY
SHOP

THE
HAWAIIAN
LOVE
CALL

IN A
CHINESE
TEMPLE
GARDEN

The finest synchronized short subjects ever offered to an exhibitor. Taken in natural color, and synchronized, they have been hailed by the public and by exhibitors as the classiest short ever flashed upon a screen.

AS A PRELUDE TO TIFFANY TONE PRODUCTIONS THE EXHIBITOR CAN OFFER TO HIS PATRONS CLASS SUBJECTS THAT ELICIT APPLAUSE WHEREVER SHOWN.

TIFFANY
TONE

TIFFANY-STAHLE PRODUCTIONS INC.

1540 BROADWAY

NEW YORK CITY

ELEVENTH ANNUAL
**ANNOUNCEMENT
 NUMBER**
 of
DAILY REVIEW
 EXHIBITORS

THE DATE

TUESDAY, JANUARY 1, 1929

THE COPY

Early copy means first attention AND best position

THE ISSUE

The finest in the history of this publication



In Philadelphia
 Choose

HOTEL MAJESTIC

Broad Street and Girard Avenue
 Philadelphia

400 Large Rooms

Only Hotel in Philadelphia with a
 subway entrance from main lobby

Wire at our expense
 for reservations!

JNO. C. GOSSLER
 Mgr. Dir.

50 Rayart Filmtone Road Show Companies to Tour With 15 Talkies

LAEMMLE TO AWARD \$3000 PRIZE MONEY

Victor Hugo Scholarship Contest Ends December 31

High school pupils of the United States and Canada are bringing the Carl Laemmle-Victor Hugo Scholarship Contest to a spirited close. It is reported at the Universal home office. The award offer ends at midnight December 31st, and the high school students are rushing their essays to the Contest committee with accelerated activity. The awards, to be made to winners selected by a group of internationally known judges, will total to \$9000.

The Scholarship Award was conceived by Carl Laemmle, president of the Universal Pictures Corporation, as a means of stimulating the reading of Victor Hugo by American boys and girls. The subject chosen for the essay was "What Ideals for Life Do You Find in Victor Hugo's 'Les Miserables,'" The entry period dated from September 1, 1927 to December 31, 1928, both inclusive.

The judges who will select the winning essays are "Dr. Nicholas Murray Butler, president of Columbia University; Octavus Roy Cohen, famous short story writer; Dr. John J. Tigert, U. S. Commissioner of Education; Dr. Ernest L. Crandall, Director of Visual Education, New York City, and Dr. Thomas Finnigan, Chairman of Visual Education of the National Education Association. The essay contest has had the whole-hearted support of boards of education, high school principals, and teachers, and parents and teachers associations, as well as of libraries, book stores and guilds, and other civic organizations.

The awards will consist of a first Award of \$1000, two awards of \$750 each, and thirteen awards of \$500 each. Part of the award money was contributed by Jean Sapene, editor of the big French daily paper, Le Matin.

Woodhull at N. C. Convention Today

(Continued from page 1)

Among those who are attending the convention will be M. A. Lightman, president of the Arkansas and Tri-State Exhibitors Association, who has committed his organizations to the M.P.T.O.A.; Julian Brylawski of Washington and R. F. Woodhull.

Hone N. W. Group to Meet on December 18

(Continued from page 1)

tion to the Allied Amusements of the Pacific Northwest.

Members of the Idaho Unit will probably attend this convention as it has been decided that Idaho will amalgamate with the Washington group. A banquet in the evening will wind up the convention.

Rayart Pictures Corporation, in conjunction with Filmtone, announces that production has now been completed of the five talking and singing novelty acts which, together with the feature film, "Should a Girl Marry?" Rayart's first dialogue picture, make up the program of an entire evening's entertainment, now being booked throughout the country as a roadshow attraction.

The five acts consist of "The Overture of 1812," by the Filmtone Harmonists; Val and Ernie Stanton. "The Two English Boys From America," "The Dancing Colleens" with the Erin Tap Dancers, "At the Night Club" with Shaw's Hawaiians, and the Radio Franks, singing popular songs. All these artists have achieved wide popularity over the radio or in vaudeville.

Roadshow companies will start touring the country within the next two weeks, each carrying a Filmtone Reproducing Machine and the necessary technical staff to install the equipment and conduct the performance. This presentation is especially designed for theatres which are not wired for sound films, as the Filmtone eliminates this necessity.

2 PATHE PHOTOPHONE SCORINGS STARTED

The recording of the musical synchronization of two Pathe features—"The Spleen" and "Sal of Singapore," was started this week at Sound Studios in New York, under the supervision of Josiah Zuro. Dialogue sequences for both productions were made at the Pathe Studios in Culver City.

No DeForest Control Of Jenkins Television

(Continued from page 1)

practical reception in every home within a short time.

The DeForest company has a deal on with the Jenkins company to manufacture Television receiving sets.

Jenkins radio movies may also be worked out, according to Biddle, but instead of pictures being projected on a screen, they are projected line by line into an electric eye or photo-electric cell, the impressions of which are amplified and impressed on the propagated radio wave.

Allied—M.P.T.O.A. Struggle Keener

(Continued from page 1)

ern territory today of Al Steffes. Theodore L. Hays, Colonel Cole and others for a stumping tour will intensify the lining up of more state units one way or the other.

New Jersey, Maryland and California are considered in the bag by the Steffes group and Ohio may also follow the same way.

The National organization is not lying quiescent either and R. F. Woodhull is doing yeoman service with fair success in keeping many state units in line. He will attend the opening of the North Carolina convention today in Charlotte.

J. Eagels Signs \$125,000 P-F-L Contract

Will Receive \$60,000 for
Second Paramount Prod.
\$65,000 for 3rd

As reported exclusively in the Daily Review some weeks ago, Paramount Famous-Lasky Corporation has lost no time in signing Jeanne Eagels to a new contract as a result of her work in "The Letter" which will be seen on Broadway soon.

Miss Eagels, who is under contract to Sam H. Harris, the theatrical producer, and the new deal whereby she will make two more productions for Paramount was made through him, on the stipulation that she would appear in a Harris play next September.

For the first production, which will be started next March at the Astoria studio, Miss Eagels is to receive the flat sum of \$60,000 and the second which will finish before rehearsals for the legitimate play start, she is to get \$65,000. O Equity, O Mores!

POLA NEGRI FORMS PROD. SYNDICATE

PARIS—Pola Negri announces the formation of a European syndicate, the active control of which will be in the hands of Charles Jourjon and Edwin Miles Fadman, to whom the star is now under contract.

It is understood that one of the large American distributing corporations, as well as an international bank, are interested in the proposed combine.

Fadman, well-known in American as well as Continental picture and theatrical circles, for many years, recently sold, with his associates, to Ganna Walska, the three huge theatres des Champs-Élysées in Paris.

As a result of the new arrangement, Mr. Fadman will also act as personal manager for Pola Negri, and is arriving in New York on the "Berengaria" on December 11th to confer with Prince Mdivani, the star's husband.

Fox Comedians Start

Clark and McCullough have started work on their next Fox Movietone comedy to follow "The Diplomats." The new two-reel talker is called "In Holland" and is being directed by Norman Taurog, who produced their preceding vehicle. In the supporting cast are Marjorie Beebe, George Bickel and James Marcus.

"San Luis Rey" Cast

The cast of "The Bridge of San Luis Rey", Metro-Goldwyn-Mayer's picturization of Thornton Wilder's Pulitzer Prize Novel, has been practically completed with the addition of Don Alvarado and Duncan Rinaldo to enact the parts of the twin brothers Manuel and Estaban. Other principals include Lily Damita as Camila, Raquel Torres as Pepita, Ernest Torrence as Uncle Pio and Emily Fitzroy as the Marquesa. Charles Brabin is directing.

STUDIO GOSSIP

Anna Q. Nilsson has completed her first picture since breaking her hip, for FBO, "Blockade" and saw a projection room screening of it.

Charles Delaney will have the lead in Columbia's production of "The Faker." Phil Rosen will direct.

Hugh Allan and Douglas Gilmore will split masculine leads in "Object, Alimony," opposite Lois Wilson.

Dorothy Sebastian's two starring pictures for Tiffany-Stahl are both in the process of being edited and titled by Frederic and Fanny Hatton.

Belle Bennett, Alma Bennett and Billy Bennett all have parts in "Reputation." None of them are related.

Fay Wray and Gary Cooper will next be seen in "Through the Night", which will be a talkie, for Paramount.

Benjamin Christiansen has completed the filming of First National's "Seven Footprints to Satan."

Martin Justice has finished the Tiffany-Stahl Color Symphony, "The Toy Shop."

Richard Barthelmess will make "Diversion" as his first picture under his new contract. It will be an all dialogue as will be all his pictures for the coming year.

James Flood will direct Ricardo Cortez in "Life" for Tiffany-Stahl.

Warner Klinger has been given a part in Murnau's new picture, "Our Daily Bread," starring Charles Farrell and Mary Duncan.

Pauline Frederick will leave the movies again to play on the New York stage in "The Scarlet Woman."

Bert Lytell has also decided to try the "legit" again in a play called "Brothers."

False Colors" the title of George O'Brien's new picture has been changed to "True Heaven."

Madge Bellamy's next picture has been renamed "Fugitives." William Beaudine is directing.

Parlo Going Home

Dita Parlo, the German star that Paramount brought to this country several months ago, is going back to Germany without having made a picture. The talkies are to blame for this, as Miss Parlo has such a decided accent that it was impossible to use her.

Reed Resigns

Luther Reed, who recently completed his work on "Headlines," a newspaper story for Fox, asked Winnie Sheehan for his release as production supervisor and got it. It seems that this picture, Reed's first for Fox, did not satisfy Mr. Sheehan.

RICHMAN CALLS OFF 'SAY IT WITH MUSIC'

Harry Richman's singing film, "Say It With Music," will be made in Hollywood, not in New York, and it will be produced after the current stage run in New York of "George White's Scandals," in February or March.

It is at the request of Richman and White that production is postponed when Richman's time will not be so fully occupied.

John W. Considine, Jr., production executive at the United Artists Studio in Hollywood, came to New York with director Alan Crosland and scenarist C. Gardner Sullivan to arrange filming of this Irving Berlin original story. They return west Wednesday. En route, Considine will stop off at Chicago for the national sales convention of United Artists.

KENTON DIRECTING COL'S 'TRIAL MARRIAGE'

"Trial Marriage," based on Elizabeth Alexander's famous Saturday Evening Post serial of the same name, is the next Columbia special to go into immediate production. Columbia plans to make this one of the most pretentious offerings of the year.

Erle C. Kenton, well known for his sophisticated handling of marital problems, will handle the megaphone on "Trial Marriage." Sonya Levien, who recently completed the adaptation of "The Younger Generation," another Columbia special, will write the screen version.

Norman Kerry, one of the screen's most prominent stars has been signed for the leading masculine role. He will share the featured roles with Sally Eilers.

King Working on Big Secret War Scenes

Although the production has reached the half-way mark, Henry King still has the most important sequences of his current effort, "She Goes to War!" to make.

With the secret closely guarded by production managers, the director is preparing to film certain phases of the world war, which have never before been brought to the screen, it is reported.

Eleanor Boardman has the title role with John Holland, Al St. John, Alma Rubens and a score of other screen notables augmenting the cast.

It is Inspiration Pictures current picture, produced in association with Victor & Edward Halperin for United Artists.

Brenon Here

Herbert Brenon, who is to direct Fannie Hurst's "Lummox" for United Artists arrived in town today to confer with J. W. Considine and Fannie Hurst on the last details before start of production.

GOSSIP OF LONDON

By LIONEL BURTON

(Special to Exhibitors Daily Review)

In England the novel and stage fame of "Uncle Tom's Cabin" has continued hardly less effulgent than in the land of that classic's birth. Revivals of the stage version have always been welcomed by the masses, and now, as the feature of one of the first all sound and talkie program to be shown outside the United States, Mrs. Stowe's literary sensation of the Civil War period is hailed by British exhibitors as one of the most attractive opportunities of the season.

Pre-release showings of Universal's movietone presentation of "Uncle Tom", given at Manchester and Liverpool seem fully to bear out this expectation. "S.R.O." and spontaneous applause are clearing away any possible doubt. Reports place emphasis on the fact that the use of special sound effects have added in extraordinary amount of interest to the old melodrama. The general release of the "Uncle Tom" program is scheduled for December 31.

Let it be noted that "Onlooker", in the Cinema, has made his official surrender to the newest development of the movie industry. He writes: "Those people who still hold that 'talkies' are just a passing phase are right behind the times." And then—probably for purposes of record—adds: "I have said from the very beginning that 'talkies' have come to stay."

Now let those British producers go ahead with their announced program of twelve "sound" features to be completed this coming year in two elaborate "sound" studios to be ready by March, and fear not.

"The Medical Press" feeling called upon to invade the field of motion picture criticism, declared apropos of a certain popular war picture: "A vulgar cinema and a vulgar press can do much to make a vulgar people. Whereupon the regular cinema reviewer for a London newspaper promptly returned the compliment in these words: Vulgar surgeons operating on vulgar patients for appendicitis are doing much to vulgarize a once aristocratic ailment."

Under the head of extraordinary activities at all London film headquarters, here is a "nifty" that gets over without the aid of a chart. Impressed by front page "scare heads" being used by all the trade journals about high pressure schedules in effect, a scholarly reviewer for one of them paid a visit to the offices of the Gaumont British Corporation eager to witness the spectacle of Britishers transformed into American type "go-getters." In an elegantly appointed waiting room, otherwise empty, he waited. Dead silence prevailed. He waited some more—one hour, two hours. Nothing happened. Disappointed, chagrined, seeing a row of buttons on the wall, he pushed one of them. The effect was instantaneous. Doors were flung open on all sides. Excited girls poured into the room—a mob of them. They besieged the startled visitor, demanding: "Where's the fire?"

DAILY REVIEW

Reg. U. S. Pat. Off.—Formerly Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 134

New York, Tuesday, December 11, 1928

FIVE CENTS

Manipulators and the Films!

By ARTHUR JAMES

The stock market has been in a great turmoil for weeks. Immediately after Election Day every kind of stock began to behave as if there were no roof. But recently it has begun to appear that the cellar was what was missing. Manipulators are seldom content to let nature take its course and to permit real values to govern stock fluctuations. Many devices are used in "the street" to influence the price trend—one of the favorite ones is Dame Rumor. And the most popular rumor these days is the merger rumor. And since there have been many mergers and rumors and mergers in the Motion Picture business of recent months, it has been found to be pretty effective propaganda.

If you would stop to catalog the number of mergers that have been pending in this business but have never come to pass you might be surprised. It is our opinion that too much attention is paid to these idle rumors by the trade press of the business. Of course, they make good reading and since a merger may pend for ever without coming to pass, it is not even necessary to deny these irresponsible statements. Therefore the printing of them is easier than taking the trouble of digging up real and worthwhile news.

This sort of thing is most disquieting to the equilibrium of people engaged in trying to make their organizations make money. Mergers mean fewer jobs and when minor executives and hired help are worrying about their own heads, those heads become foggy and incapable of best efforts for the job in hand.

The salvation of the motion picture industry lies in one direction and that is so simple that it is axiomatic. The company in this business that makes the best return on its invested capital in a given period is the company that consistently turns out the largest number of good pictures. Everything else has been tried but no satisfactory way to get away from this fact has yet been discovered.

FOX MAY ANNEX 100 "U" THEATRES

\$2,000,000 Additional Tax Income Seen Through New Acquisition

MINNEAPOLIS—Indications grow stronger that some hundred theatres in the Universal Chain in this section of the country will be sold to Fox Theatres as soon as the disposition of a number of undesirable houses are straightened out.

In the key spots, the acquisition of these theatres will give Fox a clear theatre operating field in strong competitive territories, or open new sales angles in towns formerly closed by Fox.

Rumors are again cropping up that Fox will invade the Minnesota territory, despite the deal for representation made with F & R, but this

(Continued on Page 2)

FEDERAL TRADE COM. BLOCKED IN 8 CASES

WASHINGTON, Dec. 10—The Federal Trade Commission in its annual report to Congress places emphasis on the extent to which it is hampered by court rulings in enforcing its orders, particularly those directed against unfair methods of competition. The report cites the Second Circuit Court at New York as holding that the court will first determine whether such an order is valid. The Seventh Circuit at Chicago has held that the Commission must prove that its order has been violated before the court will consider the val-

(Continued on Page 2)

AMPA Meeting Tonight

Don Haucock, Chairman of the A.M.P.A. Hollywood Masque Ball Committee, has called an important meeting of the executive committee and chairmen of all sub-committees to be held this evening at the Paramount Hotel.

Critics Rave Over "U" "Magic Clock"

European critics are raving over the greatest short subject produced abroad this year. It is "The Magic Clock" a Universal De France Production, produced by Louis Nalpas, and is a Christmas holiday film of wistful charm and delightful fantasy, reminiscent of Barrie's "Peter Pan."

SEIDER WOULD KEEP NAT. ORGANIZATION INTACT

Believes Reconstruction Should Come From Within--New Exhibitor Group Unnecessary

Steffes Asks for N. J. Hearing This Week Before Administrative Board

Al Steffes, leader of the Allied group has petitioned Joseph M. Seider, who returned from Europe last Friday, to get the Board of Directors of the New Jersey Theatre Owners together this week, in order to give Steffes a chance to address them, regarding to a tie-up with the Allied States organization.

Seider doubts the possibility of being able to call the directors together in time to accommodate Steffes, but is willing to have his Administrative Board listen to the Steffes proposition.

Regarding the Eastern stumping tour of Steffes, Richey, Cole and others, they seem to be only four important states which might be swung to one side or the other by these speakers, and they are Western Pennsylvania, Ohio, Maryland and New Jersey. The rest of the states are in more or less of a disorganized state or under the thumb of a few men who represent scatter-

(Continued on page 7)

STEFFES TO LINE UP MARYLAND FRIDAY

Al Steffes and Theodore Hays of the Allied States Association announced yesterday in N. Y. that the organization will attempt to affiliate Maryland as a member on Friday, when they invade the state.

Steffes further intimated that he

(Continued on page 7)

125 TO ATTEND U.A. CONVENTION FRIDAY

At the United Artists national sales convention in Chicago, December 14th and 15th, home office executives, district sales managers, branch managers and salesmen to the number of 125 will be present. Every exchange in the country will be represented at this first national sales convention in the company's ten years of operation.

Al Lichtman, Cresson E. Smith,

(Continued on Page 2)

F. N.—Warner Fireworks Expected Today

An extensive meeting of Warner and First National executives occurred yesterday at the First National headquarters, with all leaders approached keeping mum as to details.

Changes in operating personnel and new policies will be announced today.

BAR 'HIT OF THE SHOW' --'DANCING DAUGHTERS'

LYNN, Mass.—The City of Lynn has banned two pictures on the ground that the censors found them "objectionable." These pictures were "Hit of the Show" FBO production and M-G-M's "Our Dancing Daughters."

The censorship system in this city was abolished three years ago under agreement with the theatre managers which agreement Mayor Bauer contends has not been kept.

The discriminatory action was a personal action by the Mayor.

British Filmcraft In U. S.—Ger. Tie-up

By Sam Harris "Today's Cinema"

LONDON — Negotiations are well advanced and will be concluded shortly for the amalgamation of British Filmcraft Productions, Ltd., which was formed a year ago with a capital of \$750,000 with important American and German film interests.

Capt. George Banfield is film director and founder of the original British Filmcraft, Ltd.

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London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour Street, London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

MAIN STREET

by

GORDON TRENT

Irv Wolfson, King Busy Bee of the Film Center project is so busy roping the new tenants, he hasn't any time to dash off that effective advertising copy he writes so well . . . and this is no solicitation . . . Heard that marvelous Bell-O-Phone disc apparatus in the Fifth Avenue Playhouse last week and was enchanted by the Blue Danube score . . . Melvin Hirsh of Aywon in New York is pushing this one . . . W. E. Raynor, Pathe executive is out of the hospitable and up and active again . . . Joseph M. Seider, President of the N. J. Theatre Owners returned to town last Friday from an 11-week trip abroad, where he visited Germany, Switzerland, Italy and Belgium . . . Sol Raives, T.O.C.C. president, has just recovered from a slight illness and is peeking into the office a few minutes each day now . . . Laurence Irving, artist and grandson of Sir Henry Irving, has completed the art work for Fairbanks' "The Iron Mask" and sails this Saturday for England . . . W. J. Cammer, manager for Educational at Oklahoma City was severely injured in an auto accident. He is expected to recover . . . Adolph Osso, Paramount French representative and M. Aubert of the Chambre Syndicale has returned to France from their trip to the U. S. and Aubert is reported as saying, he thought the talkies were wonderful . . . W. B. Frank, Eastern representative of Mack Sennett has forgotten all about his broken toe, in the joy of reading congratulatory telegrams from all over the country on "The Lion's Roar" Preview . . . Sigmund Moos, manager of the leasing department at Universal City is in New York on a ten-day visit . . . Wouldn't it be funny if Sigmund were an Elk? . . . Pat Powers is working longer per day than ever before in his whole career, in an effort to get "White Lilacs" out on Broadway on his Cinephone apparatus . . . U. A. executives in the home office are dolling up for that trip

Federal Trade Com. Blocked in 8 Cases

(Continued from page 1)

idity of the Commission's finding.

Eight important investigations are pending before the commission — power and gas utilities, resale price maintenance, open price associations, lumber trade associations, price bases, du Pont investments, Chain Stores and blue sky securities. Efforts to compel production of testimony have produced long drawn-out procedure. Owing to the court rulings referred to measures taken to secure obedience to cease and desist orders are "cumbersome, tedious and expensive."

Fox May Annex 100 "U" Theatres

(Continued from page 1)

last is not likely, as long as Fox pictures continue to get the showing they deserve.

Metzger Policy

Louis B. Metzger, General Manager of Universal, is reported to be in favor of disposing of part of the Mid-West chain to Fox and Midwesco Theatres which Fox controls.

Metzger, according to some, has always been opposed to the former policy of buying and operating the company's own theatres. The sale of 100 houses at this time will leave Universal with about 180 theatres. Increased Fox revenues through the new acquisitions are estimated will run over \$2,000,000 annually.

125 to Attend U. A. Convention Friday

(Continued from page 1)

Victor M. Shapiro, Paul N. Lazarus, Emil Jensen, Carroll Trowbridge and Henry Ginsberg will go to Chicago from the home office in New York. Paul Burger, now in the field, also will report to Chicago for the convention.

District Managers L. J. Schleifer, Phil Dunas, Harry Gold, William Rosenthal, Arthur Kane, David Bershon and Haskell Masters will be present.

Branch managers who will be at the convention are H. E. Lotz, J. B. Reilly, Charles Stern, Moe Streimer, Jack Von Tilzer, M. J. Garrity, W. G. Carmichael, C. E. Peppiatt, Jack Bower, Joseph Levy, J. Abrose, J. D. Goldhar, Bert M. Stearn, A. H. Fischer, Oscar Kuschner, C. C. Wallace, Saul Resnick, Harry Stern, Doak Roberts, William E. Truog, Hoyt G. Morrow, Mannie Gottlieb, Guy Gunderson, Frederic Gage, Russell Egner, D. J. McNeerney, Joseph Myers, A. J. Jeffery, S. Jacobs, S. Glazer, M. C. Hill and Joseph Cantor.

Because two big topics up for discussion are talking pictures and volume distribution, Al Lichtman has summoned salesmen from all parts of the United States and Canada to this convention.

to the Windy City on Wednesday . . . Abe Waxman has added a reception room to his private office . . . We understand there is no truth in the rumor that Wilson is about to effect a merger of Arrow Pictures and Associated Exhibitors.

First National "Barker" Premiere Display Stuns W. C. Boulevardiers

Miller Boys, Frank Murphy And Walter Strohm Put on Gala Show At Carthay Circle

HOLLYWOOD—Tossing colors and far flung rainbow lights against a moving background of stream clouds and the white and jewelled Carthay Circle theater tower, made the premier showing of "The Barker", First National's talking feature starring Milton Sills, a spectacle that out rivalled anything the motion picture capital had ever seen.

The long approaches to the theater were colorful in another way, too. Carnival settings, the tinselled and fascinating scenes of the story itself, were laid out along the streets and walks. Tents and side show fronts, barker stands and freak concessions added to the gayety of the atmosphere, altogether a proper setting for the carnival picture.

Colorful Setting

Hours before the announced show time the streets in the whole Carthay Center district were filled with people anxious to have an advantageous view of the electrical display and of the motion picture stars and executives as they arrived.

The promenade to the theater doors was a blaze of white light into which these celebrities stepped as they came from their cars, paused before the microphone and cameras on the insistence of the master of ceremonies and then moved on toward the theater.

Along the parkway that leads directly toward the facade of the theater were great steam lines shooting white clouds into the air, clouds that changed to many colors as the lights played on the tumbling banks of vapor. Dozens of batteries of studio lights, search lights, whirling spots, revolving kaleidoscopes and all the brilliance and beauty of the spectrum were loosed at once against the steam and the blustering theater walls.

All Turn Out

The motion picture world turned out almost to a person. The parade of beautiful women and popular men of the screen as well as of those who are powerful in the executive capacities of the industry, was almost unbroken for an hour. First National stars, who made this occasion a particular festivity, opening as it did, that company's entry into the production of talking pictures were nearly all included in the lists of distinguished patrons.

Colleen Moore

Colleen Moore, whose arrival was the signal for a general ovation, Richard Barthelmess, master of ceremonies on the stage, Milton Sills, whose special night it was as star

of the picture, Dorothy Mackaill and Betty Compson, both with leading roles, Douglas Fairbanks, Jr., with an important role in the picture, Jack Mulhall, Alice White, Doris Dawson, Loretta Young, Katherine McGuire, Ben Bard and Grant Withers, were some of those connected with First National pictures who were present.

A whole galaxy of stars from other studios appeared for the occasion, so many it was impossible to note or announce them all, but including Al Jolson and his bride, Conrad Nagle, Bebe Daniels, Doris Kenyon, Claire Windsor, Lila Lee, Phyllis Haver, Ruth Roland, Marie Prevost, Ruth Elder, Anita Stewart, Joan Crawford, Gus Edwards, Johnny Farrell, Ben Lyon, Hoot Gibson, Leatrice Joy, Julia Faye, Agnes Ayres, Louise Dresser, Franklin Pangborn and scores of others no less prominent.

Other Executives

Executives who were noted included H. B. Franklin, Samuel Goldwyn, Louis B. Mayer, Al Rockett, Darryl Zannick, Jack Warner.

The opening of "The Barker" for its Los Angeles premier was in charge of Fred Miller and Roy Miller for the Carthay Circle theater and of the publicity department of First National studios, George Landy, director.

The electrical effects were arranged by Frank Murphy and Walter Strohm, heads of the electrical departments of Warner Brothers studios and First National studios, respectively.

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Full equipment for small house.
650 leather uph. chairs.
2 projectors.
12 large lobby frames.
1 large ticket booth.

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by—

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520 CHAIRS, CASH BOOTH, OUTSIDE wall frames and lobby frames. Box 50. Exhibitors DAILY REVIEW

BUSINESS OPPORTUNITIES

WHETHER YOU WANT TO HIRE some one or be hired; buy or sell a theatre; trade or sell equipment, or do almost anything else in the motion picture business, an ad in this department will get you results. If you want us to word the ad for you, the services of our advertising experts are at your call. Simply tell us what you want to do, and how many words you want used. Exhibitors DAILY REVIEW.

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One Year Ago

ON December third, 1927, the first regular weekly issue of FOX MOVIE TONEWS was released. The success of this revolutionary talking news-reel was instantaneous. It rapidly became such an important ticket-selling feature that a second weekly issue was necessary. With Movietone reaching out to new countries to record in sound and action the news of the world, material for two weekly issues increased in quality as well as quantity. Throughout the first year of its operation, Fox Movietone news broke all records for exclusive and speedy newsreel service.

TODAY

FIFTY recording trucks now in operation are covering the world to supply live news for the three separate and complete issues now being released weekly. Fox Movietone news today is serving every important theatre circuit in the United States and Canada:

LOEW - FOX - SAENGER - LIBSON - ED FAY - WEST COAST - SKOURAS
(See Page 2)

PUBLIX - SPARKS - NATHANSON - MIDWESCO - INTERSTATE - COMERFORD
(See Page 3)

STANLEY - FINKLESTEIN & RUBEN - UNITED ARTISTS - FRED J. DOLLE
(See Page 4)

TOMORROW

BETWEEN now and September first, 1929, the service will be increased until a weekly schedule of daily issues is maintained — *one complete talking newsreel every day*. Beginning February second, there will be four issues weekly, which will be increased to five issues weekly by April sixth. Twenty-five more recording trucks and crews will be placed in operation between now and April first of next year.

F *It Speaks for Itself*
MOVIE TONEWS
X *3 Times Every Week*

The Choice of the Leading

**The following LOEW theatres are
now playing FOX talking newsreels**

GREATER NEW YORK THEATRES

State	Bedford	Yonkers	Elsmere	Lexington	Victory
Lincoln	Gates	Hillside	New York 42nd St.	Sheridan	Burnside
Orpheum	Bay Ridge	Willard	Circle	Broadway	Astoria
Victoria	Oriental	Corona	Greeley	Brevoort	New Rochelle
Delancey	46th Street	Flushing	86th Street	Alpine	Mt. Vernon
Commodore	Boulevard	Avenue B	7th Avenue	Boro Park	Kameo
Metropolitan	Fairmont	Inwood	116th Street	Coney Island	Melba
Palace	National	167th Street	Rio	Burland	Woodside
Premier	Grand	Freeman	83rd Street	Spooner	Warwick

and the State in Newark, N. J.

and the following LOEW theatres throughout the country

TOWN	STATE	THEATRE	TOWN	STATE	THEATRE
Atlanta .	Georgia	Capitol	Kansas City .	Missouri	Loew's Midland
Nashville	Tennessee	Loew's Vendome	Memphis . .	Tennessee	{ Loew's State Loew's Palace
Boston .	Massachusetts	Loew's State	New Orleans .	Louisiana	Loew's State
Providence	Rhode Island	Loew's State	Harrisburg .	Pennsylvania	Loew's Regent
Syracuse . .	New York	Loew's State	Reading . . .	Pennsylvania	Loew's Reading
Columbus . .	Ohio	{ Loew's Broad Loew's Ohio	Pittsburgh . .	Pennsylvania	{ Loew's Aldine Loew's Penn — United Artists
Dayton . . .	Ohio	Loew's Theatre	St. Louis . . .	Missouri	Loew's State
Canton . . .	Ohio	Loew's Theatre	Washington .	Dist. of Columbia {	Loew's Columbia Loew's Palace
Cleveland . .	Ohio	{ Allen Loew's State	Baltimore . .	Maryland	{ Loew's Parkway Loew's Century Loew's Stanley
Houston . . .	Texas	Loew's State	Norfolk . . .	Virginia	Loew's Norva
Indianapolis .	Indiana	Loew's Palace	Richmond . .	Virginia	{ Loew's Colonial Loew's Theatre
Louisville . .	Kentucky	Loew's Theatre			

NOW Three separate and complete

Circuits is Fox MOVIEONEWS

These PUBLIX theatres are now
playing FOX talking newsreels

TOWN	STATE	THEATRE
Newburgh . . .	New York	Broadway
Poughkeepsie . . .	New York	Stratford
Atlanta	Georgia	Rialto
Augusta	Georgia	Modjeska
Birmingham . . .	Alabama	Strand
Chattanooga . . .	Tennessee	Tivoli
Daytona Beach . . .	Florida	Florida
Ft. Lauderdale . . .	Florida	Sunset

Knoxville . . .	Tennessee	Majestic
		Tennessee
		Lytic
		Queen
		Strand
		Riviera

Macon	Georgia	Rialto
Miami	Florida	Hippodrome
Montgomery . . .	Alabama	Strand
Ocala	Florida	Dixie
St. Petersburg . . .	Florida	Phiel
Tampa	Florida	Victory
Sanford	Florida	Milane
Tuscaloosa	Alabama	Bama
Anniston	Alabama	Ritz
Columbus	Georgia	Grand
Allston	Massachusetts	Allston
Bangor	Maine	Opera House
Boston	Massachusetts	Wash. St. Olympia
Boston	Massachusetts	Fenway
Boston	Massachusetts	Scolley Square
Brockton	Massachusetts	Strand
Cambridge	Massachusetts	Central Square
Chelsea	Massachusetts	Olympia
Dorchester	Massachusetts	Strand
Dorchester	Massachusetts	Field's Corner
Haverhill	Massachusetts	Colonial
Lynn	Massachusetts	Olympia
New Bedford	Massachusetts	Olympia
Newport	Rhode Island	Strand
Pawtucket	Rhode Island	Strand
Pittsfield	Massachusetts	Capitol
Salem	Massachusetts	Salem
Woonsocket	Rhode Island	Stadium

TOWN	STATE	THEATRE
Buffalo	New York	Shea's Hippodrome
Buffalo	New York	Kensington
Buffalo	New York	Bailey
Asheville	North Carolina	Imperial
Charlotte	North Carolina	Imperial
Columbia	South Carolina	Ritz-Imperial
Greenville	South Carolina	Carolina
Greensboro	North Carolina	Carolina-National
Johnson City	Tennessee	Majestic
Spartanburg	South Carolina	Montgomery
Chicago	Illinois	McVickers
South Bend	Indiana	Colfax
Austin	Texas	Queen
Dallas	Texas	Melba
Ft. Worth	Texas	Palace
Galveston	Texas	Queen
Houston	Texas	Kirby
San Antonio	Texas	Texan
Colo. Springs	Colorado	Rialto
Denver	Colorado	Rialto
Greeley	Colorado	Sterling
Pueblo	Colorado	Colorado
Cedar Rapids	Iowa	Capitol
Des Moines	Iowa	Des Moines
Rock Island	Illinois	Ft. Armstrong
Waterloo	Iowa	Riviera
Indianapolis	Indiana	Indiana

		Skouras
Kansas City	Missouri	Newman
St. Joseph	Missouri	Missouri
Los Angeles	California	Rialto
Minneapolis	Minnesota	State
St. Paul	Minnesota	Capitol
Yonkers	New York	Strand
Chickasha	Oklahoma	Rialto
Oklahoma City	Oklahoma	Capitol
Enid	Oklahoma	Criterion
Ft. Smith	Arkansas	Joie
Omaha	Nebraska	Riviera
Sioux City	Iowa	Capitol
Lincoln	Nebraska	Lincoln
St. Louis	Missouri	Missouri

talking newsreels weekly from **FOX**

— and more than that!

These Theatres in the STANLEY Circuit Show FOX MOVIE TONEWS:

TOWN	STATE	THEATRE	TOWN	STATE	THEATRE
Albany . . .	New York	Strand	Philadelphia .	Pennsylvania	Benn
Troy	New York	Troy	Philadelphia .	Pennsylvania	Colonial
Utica	New York	Stanley	Philadelphia .	Pennsylvania	Cross Keys
Bayonne . . .	New Jersey	De Witt	Philadelphia .	Pennsylvania	Earle
Brooklyn . . .	New York	Strand	Philadelphia .	Pennsylvania	Felton
Hackensack . .	New Jersey	Oritani	Philadelphia .	Pennsylvania	{ Kent Iris Harrowgate
Jersey City . .	New Jersey	Stanley	Philadelphia .	Pennsylvania	Karlton-Stanton
Newark	New Jersey	Mosque	Philadelphia .	Pennsylvania	Mastbaum-Stanley
New York . . .	New York	Strand	Philadelphia .	Pennsylvania	Ogonty
Passaic	New Jersey	Capitol	Philadelphia .	Pennsylvania	Poplar
Paterson	New Jersey	Fabian	Philadelphia .	Pennsylvania	Strand
Ardmore	Pennsylvania	Ardmore	Reading	Pennsylvania	Capitol
Atlantic City .	New Jersey	Stanley	Wilmington . .	Delaware	{ Aldine Arcadia Queen
Camden	New Jersey	{ Towers Grand Stanley	East Liberty . .	Pennsylvania	Regent
Chester	Pennsylvania	Stanley	Erie	Pennsylvania	Strand
Lancaster . . .	Pennsylvania	{ Grand Hamilton Capitol	Pittsburgh . . .	Pennsylvania	Stanley
Philadelphia . .	Pennsylvania	Belmont	Frederick	Maryland	Tivoli
			Martinsburg . .	West Virginia	Apollo
			Washington . . .	District of Columbia	Tivoli

**ALL the leading showmen can't be wrong
—and they all play the leading newsreel—**

F *It Speaks for Itself*
MOVIE TONEWS
X *3 Times Every Week*

T-S EUROPEAN EXPANSION GETS UNDER WAY

F.N. Gets Ogden in Denver As New First-Run Outlet

WARNERS COMPLETE 20 FOR RELEASE

At the end of the most active schedule in the Warner history, the company has succeeded in assembling 20 productions for distribution during the Winter, Spring and Summer.

The last scenes have been shot on "Alimony Annie" and "From Headquarters," and camera work on the entire program for the current year is finished.

Three all-talking pictures are among the twenty completed films. They are "Conquest," "Stark-Mad" and "Queen of the Night Clubs" starring Texas Guinan.

Jack Warner is laying out the new schedule for 1929-30, which will be announced within a few weeks.

NEW NON-FLAM STOCK INVENTED IN ENG.

LONDON—A non-flam stock, involving a new photographic principle has been invented by W. Robins, who claims it to be as cheap as ordinary stock.

The new non-flam is supposed to be unscratchable, untearable and without a gelatine coating which means that the photographic image cannot be removed or washed out.

Reed Replaces Gilpin

George Reed, negro actor, will take the leading role hitherto assigned to Charles Gilpin in the All-colored Fox talking picture, "Hearts in Dixie." Gilpin recently left Broadway to make his Hollywood debut in the talkers.

'INTERFERENCE' DOING CAPACITY AT CRITERION

"Interference", Paramount's first all-talking picture, has entered its fourth week at the Criterion Theatre with exceptionally heavy business reported.

Its grosses for the first three weeks have bettered even the remarkable figures compiled in the early stages of the run of its predecessor "Wings". Every seat has been sold for each show of "Interference" to date and the removal of the Magnascope employed for thrilling effects in "Wings" has enabled the theatre management to replace a number of side seats which were not sold during the "Wings" engagement.

Books 9 Consecutive Pictures in Former Second-run Theatre

First National Pictures has a new first run home in Denver, the Ogden Theatre which has hitherto been a second run, neighborhood house, near the downtown section. With the change in ownership and policy of the Colorado Theatre, which had played First National product in first runs in Denver since the organization of the company, it was necessary for First National to find a new first run theatre.

The Ogden had been a popular second run house, easily accessible, playing pictures for two and three lays. J. H. Ashby, manager of First National's Denver exchange sold H. A. Goodridge, owner and manager of the Ogden, the idea of converting his theatre in a first run, sound picture house. With the aid of Stanley W. Hatch, Western sales manager for the company, Mr. Ashby put the deal through and a contract was closed with Mr. Goodridge for nine First National pictures for consecutive playing in the Ogden, opening on January 1, 1929 with Colleen Moore's "Synthetic Sin."

Baxter Signed

Warner Baxter, who was signed up a long term by Winfield Sheehan, vice-president and general manager of Fox Film Corporation, on the strength of the young leading man's showing as the bandit in "In Old Arizona", is to play the male lead in "Through Different Eyes," from Milton Herbert Gropper's play, as his first assignment under the new contract.

Carol-Stuart Cast

Nick Stuart and Sue Carol, who have been seen together socially a great deal during the past year, are at last to play the first picture together. They are to appear under the direction of Lew Seiler in "Girls Gone Wild," a story written by Bertram Millhauser.

Two Veteran Directors Appear in "True Heaven"

Two veteran directors credited with over 100 productions each, are now playing character roles in "True Heaven," Fox Film co-featuring George O'Brien and Lois Moran. They are Phillips Smalley, remembered for his directorial association with Lois Weber, and Oscar Apfel, who wielded the megaphone on the first feature length production in Hollywood, "The Squaw Man," with Cecil B. DeMille as his assistant.

Oklahoma Lobby

OKLA. CITY—A strong lobby committee was appointed at the Oklahoma M.P.T.O. Convention last week, to combat any anti-theatrical legislation that may be offered in the coming session of the Oklahoma Legislature.

M. P. CLUB TO GIVE LICHTMAN DINNER

Al Lichtman, president of the Motion Picture Club and General Sales Manager of United Artists will be signally honored by the motion picture club when he is given a testimonial dinner next Monday night, December 17th, after his return from Chicago and the big United Artists sales convention.

The dinner will be formal and will be a tribute to the efforts of Lichtman in putting over the club in a high-class way. A bill of Broadway talent will be provided and reservations are now being made.

Sonora—Bristolphone Goes on Air Over WPCB

Mike Simmons, Sonora-Bristolphone publicist, who for two years has given Movie Lectures over radio station WPCB, has contracted for a "Sonora-Bristolphone hour" over WGBS every Wednesday.

The first of the series starts December 12th, with Ernest Maas, production supervisor, and Fredericka Sagor, scenarist, contributing a triologue on "Sound in the Movies."

Steffes to Line Up Maryland Friday

(Continued from page 1)

and Hays while here would come to terms with the I.A.T.S.E. for the stage hands of the theatres in their territories. Also that Rltter, Ritchie, Cole and several other Allied leaders would be in town tomorrow for a conference on the Eastern stumping tour.

Seider Would Keep Nat. Organization Intact

(Continued from page 1)

ed members.

Seider yesterday commented on the action of the N. J. group which issued a statement while Joe was in Europe, maintaining their own independence and non-affiliation with any group. Seider's personal view of this action is that the N. J. group wished to go on record as indicating that the National organization did not represent the independent theatre owner and could not speak for him, and also if member states in the M.P.T.O.A. are dissatisfied with policies or leaders there ought to be a change and revision from within, through a truly representative and honest election of officers and directors rather than an effort from without to start new organizations.

French and English Producing-Distributing Cos. Formed

BELGIUM TO FOLLOW

'DAILY' SCOOPS FIELD

Tiffany-Stahl has formed a British company under the name of Tiffany Productions, Ltd., and also a French corporation known as Societe des Films Tiffany. The corporations were formed by Grant L. Cook, Secretary and Treasurer of the company, on his recent visit to Europe where he worked out the plans and details for the formation of the two companies, thereby placing Tiffany-Stahl on the same footing, both on the British Isles and on the Continent, with the other large producing and distributing organizations. This news was exclusively reported in the Daily Review ten days ago.

The company formed in England is to distribute all the American made Tiffany-Stahl productions and the British pictures made by the same company. The British company, under the managing directorship of Mr. C. F. Bernhard, will produce British pictures, the exact number to be produced as yet uncertain. The pictures made in Great Britain will be distributed throughout England, the Continent and the United States.

The Tiffany exchanges in England will be located in London, Liverpool, Leeds, Cardiff, Manchester, Glasgow, Newcastle-on-Tyne, Birmingham and Sheffield.

Mr. Cook has arranged to make Tiffany-Stahl productions.

Four British productions, the first of which will be one of the most sensational plays running in the West End; these productions are to be distributed through America and Canada by the Tiffany organization in the United States.

In forming the French company, Mr. Cook appointed J. Frank Brockliss as the administrateur de laque of the company. Associated with Mr. Brockliss is Phillip De Becker who up to the time of his coming with Tiffany's French company, held a similar position with Metro-Goldwyn-Mayer on the Continent.

The French Tiffany company will be the headquarters for all the continental business of the company and a renting organization for France and Belgium is now in the process of formation.

Tom Reed Awarded "Show Boat" Titles

Tom Reed has been assigned to write the titles for Universal's million dollar production of Edna Ferber's novel, "Show Boat" which is now being edited.

Laura La Plante and Joseph Schildkrant are to be seen as Magnolia and Ravenal, respectively, in this super-production which was directed by Harry Pollard.

22 Universal Movietone Prods. Shooting

9 100% Talkies to Go in Production Shortly — Double Shift Started

HOLLYWOOD—Universal's heralded \$5,000,000 talking picture program got under way at Universal City. The two new sound proof stages at the big Universal studio, were formally inaugurated under the personal supervision of Carl Laemmle, president of Universal.

Dialogue and sound scenes now are being made with Movietone for twenty-two films, of which the silent sequences are already completed.

Nine 100 per cent talkies will go into production shortly, as well as an elaborate program of short sound subjects.

Universal, Laemmle said, plans to concentrate the production staff on talking scenes alone for the next few weeks. Following this the studio will adhere to the regular schedule which calls for about seventy-five percent sound pictures and the rest silent. Silent versions will be made of all talking pictures, he said, for those theatres that have not installed sound equipment.

A double shift is being carried out on the sound stages in order to complete the program as rapidly as possible.

Three of the 100 per cent talkies will have dialogue from the stage productions from which they are adapted. These are "Broadway", "The Shannons of Broadway", and "The Climax."

Other 100 per cent talkies are "A Bargain in the Kremlin", starring Joseph Schildkraut, "The Minstrel Show", starring the noted minstrel man, Eddie Leonard; "The King of Jazz" with Paul Whiteman; "Collegiate" with the original cast of the "Collegian" series and "The Play Goes On."

Stories are now being prepared for Pat Rooney and Benny Rubin, who will each appear in a series of Movietone subjects.

Musical Director, Joseph Cherniavsky is writing musical scores and theme songs for many of the synchronized features.

BEATRICE LILLE PLAY TO BE MADE TALKIE

Charles B. Cochran announces thru the "Daily Mail," that the first English revue to be made into a talking picture will be "This Year of Grace." It is planned to make some of the scenes in this country with Beatrice Lille and Noel Coward and the rest will be filmed in England with Jessie Mathews and Sonnie Hale. Production to start the early part of next year.

"Evangeline"

Edwin Carewe has decided to make "Evangeline" after all and plans to start shooting before Christmas. Dolores Del Rio will play the title role. Alec B. Francis will be Father Felician. So far no Gabriel has been chosen. Roland Drew seemed pretty definitely signed up for that part, but Carewe has decided that he is not the right type.

STUDIO GOSSIP

Otis Harlan has been signed by Universal to play one of the hijackers in their production of "Broadway."

* * *

Joseph Henaberry and Roy Neil have been signed by Harry Cohn to direct pictures for his organization.

* * *

Bessie Love, it is rumored, will have the lead opposite William Haines in "Lord Byron of Broadway."

* * *

Julian Josephson is writing the continuity and dialogue for Al Jolson's next picture, "Mammy,"

* * *

Erich Von Stroheim, Jr. is playing a part in Pathe's "Square Shoulders," starring Junior Coughlan.

* * *

Marguerite Churchill has been selected by Fox to play the lead opposite Paul Muni in "Valiant." This will be an all talkie and marks Muni's first appearance in pictures.

* * *

Jack Oakie, stage comedian who recently went into pictures, has been given a new contract by Paramount.

* * *

Lola Kane, a newcomer to the screen via the stage, will play the lead in "Speakeasy." This is a Fox production featuring Paul Page.

* * *

Harry Carey, whose popularity remains undiminished, will have his latest Pathe Western, "The Border Patrol," released December 23rd.

* * *

Clive Brook has arrived in New York for a short vacation. This is the first trip East in two years when he made "The Popular Sin."

* * *

Norman Kerry is replacing Ralph Forbes as the male lead in Columbia's production of "Trial Marriage."

* * *

Esther Ralston has completed work in "The Strange Case of Lena Smith." Josef von Sternberg directed this picture.

* * *

Raymond Keane has been assigned a part in Tiffany-Stahl's picture, "Reputation."

* * *

Scott Dunlap has finished shooting on "Object, Matrimony," a Columbia production.

* * *

Irma Harrison will sing "I've Never Seen a Smile Like Yours," by Frazier and Johnson, in United Artist's "Nightstick."

* * *

Doris Dawson has had her option renewed by First National at a salary of \$125 per week, for six months.

FBO SCHEDULE 100% DONE BY XMAS

The Christmas holidays will find FBD's 1928-29 program of features practically 100% completed and ready for showing. Eight special productions have been synchronized with music, sound and talking sequences. These include "The Perfect Crime", "Hit of the Show", "Gang War", "Taxi 13", "Blockade", "The Circus Kid", "Love in the Desert" and "The Jazz Age".

The second week in December finds the studio humming with activity. Four productions are in course of filming, including "The Jazz Age", with music and talking sequences, "The Red Sword", a Tom Mix production as yet untitled and "Pals of the Prairie" with Buzz Barton.

Coldeway and Baker Win New Warner Jobs

J. L. Warner, studio head of Warner Bros., made an announcement this week of two important promotions. Anthony Coldeway, formerly western scenario editor, has been given the post of Assistant Associate Executive and in this capacity will in the future act as chief aide to Darryl Francis Zanuck.

The scenario editorship left vacant by Mr. Coldeway will be filled by Graham Baker.

"Companionate Trouble"

Earl Snell and Gladys Lehman, highly rated story and scenario experts, are collaborating on an original screen story for Universal, tentatively entitled "Companionate Trouble."

The story will be used as a Reginald Denny vehicle, and follows the lines of that star's popular successes in the farce comedy field. It is said to present a new angle on the marriage agreement issue.

Miss Tovar's Debut

Lapita Tovar, the Mexican beauty who was brought to Hollywood by Fox, will make her screen debut opposite Victor McLaglen in "King of the Kyber Rifles." This is a story of the secret service in India at the start of the war, by Talbot Mundy. John Ford will direct.

ACKERMAN-HARRIS SELL 5 TO FOX

SAN FRANCISCO—Five Theatres in neighborhoods of San Francisco and Oakland, which were formerly operated by Ackerman and Harris have been acquired by William Fox. These theatres are the Roosevelt, El Capitan Avenue, Amazon and Caisson in San Francisco and the Franklin and Hippodrome in Oakland.

This deal is one of the largest in local history and leaves A & H only one house each in Frisco and Oakland.

GOSSIP OF BERLIN

By XAVIER STRASSMAN

(Special to Exhibitors Daily Review)

German film producers seem to have discovered no striking new addition to the galaxy of screen beauties among the resplendant frauleins recently contested for the title of "Miss Germany" in the American Beauty tournament. While the contest was in progress the "freedom of the press" was bitterly commented on by official experts who were more than three score and ten years old. At that age, one newspaper brutally declared, no man was longer competent to consider the tout ensemble in passing beauty judgment, a flash of white teeth or a pair of smiling eyes serving to warp his verdict beyond repair. The editor solemnly proposed that all applicants be required to wear masks — and not much else. Many promptly did so. Result: a near riot of applicants whose faces were their fortunes. However, the cooler heads among the jurors saved the day by adopting the "point system." Vive le tout ensemble!

* * *

While the mass of Teutonic screen patrons continue proud of the world wide record of German productions for solid dramatic value, including competent acting, the leading producers are learning that the popular appeal of physical beauty plus "screen faces", even in instances where the histrionic is not strikingly apparent, is well worth considering. It is even stated that the recent more general application of this principle is largely responsible for the healthier look of UFA's latest balance sheet, which is for the financial year ending May 31, 1928 and shows net profits of 161,215 marks on 33 features, 100 news reels and 35 shorts. It has been noted that typical German Juncesque figures in ensembles are making room for quite a passable Venus here and there. But as yet no flappers. America is too far away, and England too near with its angular examples so terrifying to German eyes.

* * *

A swift survey of German production programs for the next half year fails to reveal any present intention of making screen comedy of Hasenclever's dubiously received stage production called, "Marriages are Made in Heaven." At the Frankfort-am-Main municipal theatre the audience's reaction was considerably more than dubious. Fortified by protests from protestant clergymen, it came armed with tear gas and evil-smelling chemical bombs with which the actors were rewarded at the close of the first act. In this act the Deity is represented sitting on a sofa with women, smoking a cigar and sipping coffee. The attitude of the gallery, particularly, is reported to assure the success of united efforts of religious bodies to have the play barred from all German stages.

DAILY REVIEW

Reg. U. S. Pat. Off.—Formerly Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 135

New York, Wednesday, December 12, 1928

FIVE CENTS

A Cowardly Course!

By ARTHUR JAMES

Irresponsible motion picture journalism that also is defiant, destroys respect for the decent leadership of this business and represents to an interested outside world that our industry is led by gamblers and liars.

The Film Daily on Monday asserted in bold type that Loew's-M-G-M was to be purchased by Fox. This yarn was denied by the heads of the two institutions. Nicholas M. Schenck on behalf of Loew's-M-G-M and William Fox as president of the Fox Companies.

These two denials were printed by the offending newspaper and the following was added:

As the result of the Fox-M-G-M story in yesterday's issue, one of two alternatives was demanded of THE FILM DAILY by M-G-M officials.

"First publicly apologize through the columns of this publication for the story or "Second divulge the informant (there were more than one, and each of unquestioned integrity). "THE FILM DAILY respectfully declines to do either."

"The unidentified informants were of unquestioned integrity," which statement places Nicholas M. Schenck and William Fox as of doubtful integrity and not sufficiently to be believed to warrant an apology for a business injury!

This is either stupid or cowardly and plus either it is irresponsible. It is part and parcel with a record for callous indifference to the constructive progress of this industry. It is part of a course that destroys respect for great and responsible leadership. In its irresponsibility, it prefers to hold two leaders as liars in order that two anonymous informants may be credited as of "unquestioned integrity."

We resent this course and call for its discontinuance. Our great business and its leaders are entitled to a better break from those who thrive through its continued progress.

Reckless defiance is not strength and an apology is not cowardice.

If the newspapers of the industry do not show respect for its recognized leaders what can be expected of the public?

Disrespect leads to defeat and destruction in human endeavor.

NO CHANGES IN FIRST NATIONAL

Officially Announced as
Herman Starr Takes
Presidency

No substantial changes in the personnel or policy of First National Pictures is contemplated, it was officially announced yesterday, and that corporation will continue to operate as a separate and individual entity.

This was further evidenced by the announcement of Herman Starr, the new president, that he had severed his connection with Warner Bros. In taking over the duties of his new office he announced his desire that First National Pictures should continue to occupy its high position in the industry, and that that position would be made still more important.

Irving D. Rossheim, President of the Stanley Company of America, announced yesterday at the regular meeting of the Board of Directors of First National Pictures, Inc., held on December 10th, 1928, at the of-

(Continued on page 4)

SAENGER TO WINNING TEXAS BLUE FIGHT

Making a stubborn fight in its determination to nullify the blue laws of Texas which prohibit the exhibition of motion pictures on Sunday, Saenger Amusement Company appears to have won the first heat in the Texarkana contest when a suit to prevent Sunday operations was dismissed in the district court.

The judge of the court at Boston, Tex., near here, where the case was being tried, entered an order for dismissal of the suit which also

(Continued on Page 2)

We Correct A Mistake

As this newspaper is not too timid to correct a mistake when it makes one, we herewith correct a statement accredited to Louis B. Metzger, general manager of Universal yesterday, that he favored disposing of part of Universal's Middle West chain to Fox and Midwesco which Fox controls. Mr. Metzger said, Universal was not getting out of the theatre business and that no negotiations are pending. The correction of this mistake is made in fairness to Mr. Metzger and in accord with this newspaper's invariable desire for accuracy.

PATHE AND FBO ASSURED PROD. OUTLET IN FRANCE

INJUNCTION IS DENIED PHONOFILM

Quebec Court Finds No Infringement on De Forest Patents

The Superior Court of the Province of Quebec, District of Montreal, Canada, has dismissed the petition of DeForest Phonofilm of Canada, Ltd., in which an interlocutory injunction was sought against Famous Players Canadian Corporation, Ltd. The DeForest Company alleged infringement of some eight DeForest Canadian patents by reason of the use in the Palace Theater at Montreal of certain talking motion picture apparatus and combined sound and picture films.

The theater equipment in question was furnished by Electrical Research Products, Inc., through the Northern Electric Company, Ltd., of Montreal, and these companies de-

(Continued on Page 2)

DIRECTORS IN 3RD PLACE BY TALKIES

On the same day appears the news that Malcolm St. Clair is no longer a Paramount director and a statement from Bryan Foy declaring that the advent of the talkies has deposed the director as first in production responsibility, reducing him to third place. The story and the players, says Mr. Foy, take precedence in the order named.

Inquiry at Paramount headquarters failed to connect Mr. St. Clair's resignation, or that of any other director, with any curtailment of authority. The point made by Director Foy, eldest of the well known "Seven Little Foyes", was not considered important. Recent reports from Hollywood however, have noted the fact that quite a number of directors have exchanged the megaphone for acting roles, while it is no novelty to find actors functioning as directors, particularly of sound and talkie pictures.

Bryan Foy's statement was printed in Regina Cannon's column in the New York American in connection with his arrival from Hollywood to direct several Vitaphone short subjects at the old Vitagraph studio.

Franco Films to Exploit Pictures—Marquis De La Falaise Interested

An international distribution deal has been closed by the Marquis de La Falaise, representing jointly Pathe International Corporation and FBO Export Corporation, under the terms of which Pathe and FBO product will be exploited in France by Franco Films, S. A. The contract involves the product of both American companies for a period of years, giving these companies widespread distribution through the French Exchange and theatre circuit combination.

Both FBO and Pathe consider the deal a very advantageous one, as it places their distribution in the hands of one of the most aggressive and fastest-growing film organizations in France. Although Franco Films, S. A. is a comparatively new organization, it has made tremendous strides both in developing a circuit of theatres and in launching distribution and production plans.

Franco has just purchased 11 theatres from Gaumont and a deal now closing with Metropole for 15 houses

(Continued on page 4)

M. P. Salesman Elect

The annual election of officers of the Motion Picture Salesmen, Inc., will be held on December 15th. Joseph Felder and Joseph Weinberg have been nominated for President; St. vice-pres. and chairman of Board G. William Wolf; 2nd vice-pres., Matty Cahan; treas., Sol Trauner; recording secy., M. H. Markowitz; financial secy., H. Carlock; historian, Jack Ellis; sergeant-at-arms, Chas. Gould, Jules J. Jasper; trustees, R. Gledhill, Irving Gumberg and Sol Title; Board of Directors, Gus Solomon, L. C. Weschsler, Jack Ellis, Ben Roman, R. Gledhill, Sol Title, L. Kutinsky, Howard Levy, Moe Kurtz, M. Meyers, H. Zittel, Dave Black, H. Kram and Charles Gould.

Roxy Party

The annual Roxy party and special Christmas performance for ten thousand of the city's poor children, will be given the morning of December 26th. There will be a full performance of the holiday week stage show and specially arranged numbers for the entertainment of the children.

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MAIN STREET

by

GORDON TRENT

Il. Dietz of here is back from Chicago and both look well—Chas. Cierich of Cinephone has a new necktie, a speckled one—In three days the exodus of the office force from First National to newly prepared quarters under the Warner tent will begin — Ye rumor business in ye illum industry are getting sour at this writing — H. Reichenbach is studying over the problem of parting his hair on the other side. The other side, the way he wears it now would be the inside—Dorothy Cleveland says that press agenting is the thief of time—She is beauty editor now of the Brooklyn Home Builder where rubber plants grow and homes are built around 'em—Al Lichtman's big dinner bids fair to be ye sell out—Joe Schnitzer has received the official good wishes of the Motion Picture Club via the Bulletin—Gabriel Hess gives us a big hand on designing the word snoopee as a descriptive for censoring — Thanx, Gabriel, thanx! — One writer said that Milton Sills in *The Barker* proved a "great spectacle"—He's great in it but I be blasted if he's a spectacle—Rose Pelwick of the Evening Journal thinks this column is swell — Ray Rockett has a Skye terrier and sure they call it Skye Rockett —Eddie Smith is extended tripping for Tiffany-Stahl — Atlanta today—Jack Trop is Reeltoney these days—Eddie Montaigne was Hi Dabbling vestiddy — Jack Enslin is in from Chicago and World Ticket Supply staff is busier.

New Damita Contract

Lily Damita, who plays the leading role opposite Ronald Colman in "The Rescue" directed by Herbert Brenon has signed a contract under which she will continue under Mr. Goldwyn's direction for the next five years. The original contract under which Mr. Goldwyn brought Lily to Hollywood provided for her services for one picture only, after which Miss Damita planned to return to Paris.

All-Pathe Bill

Memphis, Tenn.—When the new Orpheum Theatre opened recently the Pathe rooster crowed early and often on the bill. It was an all-Pathe program with Pathe News, two-reel comedy, an Aesop's Film Fable, a Grantland Rice Spotlight, Topics of the Day and Pathe Review.

P-F-L to Give Up Toronto Theatre

N. L. Nathanson is reported as having promised the City of Toronto that the Famous Players Canadian Corp., will release to the City the lease covering a period of fifteen years which the company has on Shea's Hippodrome.

The city is proposing to expropriate two blocks bounded by Queens, Chestnut, Albert and Bay Sts., tearing down the present buildings for the erection of a Police Administration Building and linking up the City Hall to Osgoode Hall with public utilities buildings. It is also proposed to arrange for a City Garage and downtown park such as other large cities have.

Lloyd Signs for Studio

Through his general manager, William R. Fraser, Harold Lloyd yesterday completed a deal with Phil L. Ryan and Charles Christie whereby he will have extended use of the new sound stages and equipment at the Metropolitan studio.

Injunction Is Denied Phonofilm

(Continued from page 1)

fended the suit through their Canadian counsel, Russel S. Smart, K.C., of Ottawa, and Messrs. Brown, Montgomery and McMichael of Montreal.

Numerous affidavits were filed showing the history of the development of talking motion pictures, beginning with the work of many inventors prior to DeForest, and describing also the elaborate development work of the Western Electric Company and Bell Telephone Laboratories in the production of the modern equipment which is in such extensive use at present.

The court dismissed the petition of DeForest Phonofilm of Canada, Ltd., with costs.

Saenger to Winning Texas Blue Fight

(Continued from page 1)

sought to prevent the Saengers from doing business in Texas because of alleged repeated violations of the Sunday laws.

A few days earlier the district judge had denied a motion of the district attorney to dismiss the case, but later said he was convinced he had no power to appoint special counsel to prosecute the suit from which District Attorney Patman had retired when the court refused to honor his motion.

Acting for Texas Attorney General Pollard, Patman instituted the suit, but asked for its dismissal, declaring his intentions to reinstate the case in district court at Austin.

Melotone Latest Entry in Synchronous Sound Field

Melotone Corporation is the latest entry in the sound film field. This company owns a complete manufacturing plant capable of producing fifty machines a week and will aim at the low price field.

The machine is an interchangeable synchronous device and has proven satisfactorily under varying conditions. It has been put through rigid tests before being offered to exhibitors and is now pronounced perfect by the manufacturers.

The company is beyond the experimental stage and is now making eight installations in theatres in New York, Cleveland, Cincinnati, Detroit and Philadelphia.

Sales and service offices have been established in several of the larger cities and the expansion will soon try.

Jolson to Advise

David Lee's next picture for Warner Bros. will have the benefit of Al Jolson's advice and supervision through every stage of its production. Jolson is now in consultation with the Warner scenario department preparing a story for the talented three-year-old actor to begin work in immediately after New Year.

It was Jolson who discovered David Lee and selected him for the child role in "The Singing Fool".

AMPA Bus. Meet. Thurs.

President George Harvey of the Associated Motion Picture Advertisers announces an important business meeting for this Thursday. Many important matters which are awaiting consideration will be decided at the closed sessions. All members of the Board of Directors and the Advisory Committee have been requested to attend so that their presence will enable them to pass on certain matters immediately.

A complete sales organization has been established and engineers are now in the field making a survey of houses and are prepared to advise theatre owners regarding the installation of synchronous mechanism. Include every key city in the country.

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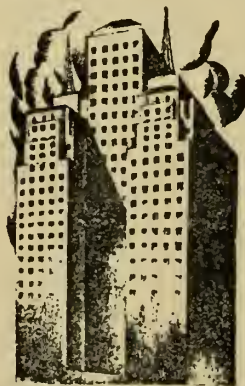
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by—

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HAD
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Columbia Launches Talkie Program

Six Talkers for Current Season — Well Known Stage Plays Selected

Columbia Pictures definitely launches its talking picture plans this week, with the announcement of a program of six "talkies" to be produced on the current season's program. These six will be in addition to "Submarine," which has already been released in the synchronized form and is making a sensational record for itself wherever it has played.

The six stories that are to be produced as "talkies" have complete musical scores, and sound effects are "The Younger Generation," "The Donovan Affair," "The Fall of Eve," "Father Love," "The Lone Wolf's Daughter" and "A Broadway Hooper."

"All the production brains and financial resources of Columbia Pictures will be placed behind our talking picture program," stated Joe Brandt, president of the company. "We have demonstrated to the industry what we could do with a synchronized picture when we made 'Submarine.' Everywhere theatre owners tell us this is the greatest synchronized picture now before the public. We prophesy that our talking pictures will acquit themselves on as high a plane. They will be talking picture specials in every sense of the word."

Several productions in the selected "talkie" group are already completed. The remainder are either in work or in various stages of preparation for early release.

"The Lone Wolf's Daughter," to be released with dialogue, an original synchronized music score and sound effects, counts Bert Lytell as one of its most important highlights.

"The Younger Generation" is now nearing completion under the direction of Frank Capra, the famous director of "Submarine." It is a vehicle especially suited to dialogue, being based on the famous stage play, "It Is to Laugh" by Fannie Hurst. Jean Hersholt is starred.

"The Donovan Affair" is another vehicle ideally suited to the new form of audible screen entertainment. As an added attraction it will present Jack Holt for the first time in a speaking screen role.

"The Fall of Eve," another stage play, from the facile pen of John Emerson and Anita Loos, will add a note of comedy to Columbia's "talkie" group.

"Father Love," a powerful drama of paternal devotion, will star two prominent male stars.

"A Broadway Hooper," a story of vaudeville and backstage life on the Gay White Way, will introduce many novelties both in music, sound and talk effects, because in unrolling the story it touches on musical comedy, the two-a-day and the legitimate.

Columbia is making its sound pictures over the Western Electric System which affords the choice of either the disc or film method of production.

STUDIO GOSSIP

Laurence Irving, having completed his work of designing sets for Doug. Fairbanks' picture "The Iron Mask," is in New York on his way back to London.

Marion Nixon, after free-lancing for a while, is said to be on the verge of signing with Pathe.

Ned Sparkes is on his way to New York to play his original role in "Nothing But the Truth" for the movies.

Vilma Banky has signed a new five year contract with Samuel Goldwyn under which she will have her own production unit. She will make not more than four pictures a year.

Lupino Lane, Educational comedian, is deserting movies for a while to appear in a Christmas revue of his own on the coast.

Emil Jannings will not speak a word in his next picture nor any picture in which he appears. He is too valuable as a pantomime artist.

Landers Stevens has been added to the cast of M-G-M's "The Trial of Mary Dugan."

Dan Healy, star of the stage show, "Good Boy", will go to Hollywood to play in Universal's "The Minstrel Man."

Duane Thompson became the wife of Buddy Wattles at 4 o'clock Monday afternoon.

Richard Barthelmess, having fully recovered from the "flu" is back at work in "Weary River" for F.N.

Archie Mayo, Warner Bros. Director, who is now in New York, will stay until December 22nd for the premier of "My Man."

Marcia Kagno, four and a half years old, is making her screen debut in Paramount's picture, "The Hole in the Wall."

Raymond Hatton and Sam Hardy are to make another talking short for Al Christie. It will be called, "Dear Vivian."

Mary Pickford has completed the casting of her all talking picture, "Coquette."

Warners Re-Issue

Warner Brothers have decided to re-issue "When a Man Loves." This was the last picture in which John Barrymore and Dolores Costello appeared together. Many theatres have already booked the production.

Price Sells Territory

Oscar A. Price, announces that the rights for "The Bachelors' Club," first of a series of four fast-moving comedy dramas for which Richard Talmadge is under contract to Mr. Price to star in, for Argentine, Chili, Bolivia, Uruguay, Paraguay and Ecuador, have been sold to Max Glucksmann, of 729 Seventh Avenue, New York City.

H. M. Warner to Be Host

H. M. Warner, in accordance with his annual custom will play the host to fourteen hundred orphans at a Chanukah party in the Hebrew Orphan Asylum. The event will take place Sunday evening, December 16 at 6 P. M. There will be dinner, games and professional entertainment.

Film Art's Theatre

The Film Art Guild will open late this month, an entirely new idea in moving picture theatres at 52 West 8th Street. The interior of this house is made so that it may be changed at a moment's notice to suit any type of picture being shown. In addition it will be possible to project films simultaneously on four screens, three of which are black. The experiment is of great interest to picture people and will be watched for new possibilities along exhibition lines. Frederick Kiesler is the architect.

No Changes in First National

(Continued from page 1)

After resigning his office as President and Director by virtue of his having been elected to the Board of Warner Bros. Pictures, Inc. In addition to Mr. Rossheim's resignation the following members of the Board of Directors of First National Pictures, Inc., likewise resigned: John J. McGuirk, Jacob Fabian, Harry M. Crandall, Albert L. Smith, E. V. Richards, M. Finkelstein, A. H. Blank, Morris Wolf, Barney Balaban.

The Board of Directors of 14 was reduced to 10 and is now constituted as follows: Herman Starr, Stanleigh P. Friedman, R. W. Perkins, S. P. Skouras, Harold S. Bareford, R. C. Lieber, G. E. Quigley, Jack Leo, Richard Hoyt, S. W. McDonald.

The newly appointed officers are as follows: Herman Starr, President; S. P. Friedman, Vice President; G. E. Quigley, Vice President; Warren Boothby, Treasurer; Robert Perkins, Secretary.

Pathe and FBO Are Assured Product Outlet in France

(Continued from page 1)

will build their circuit to 26 theatres. According to plans announced by Paul Kastor, assistant general manager, Franco will continue its extensive campaign of expansion and is on the market to buy first class houses as well as standing ready to build a number of its own. The largest production studio in France has just been completed by Franco in Nice.

The French distributor for Pathe and FBO is backed by the Bank Intermediare and DeCapeane, head of the Franco Wyoming Oil Company. The capital is 25,000,000 francs and it is understood that this will be increased shortly to 100,000,000.

GOSSIP OF PARIS

By ROLFE P. GILSON

(Special to Exhibitors Daily Review)

If anyone doubts that the French people, of all ages and conditions, deserve the palm among nations for being "air minded" he needs only to study the reactions of those who all the Paramount Theatre at every performance of "Wings." Not since "Lindbergh" dropped out of a Paris night sky after his lonely flight across the Atlantic have Parisians had such a chance to indulge their imagination of what must be the supreme joy of competing with the birds in their own native element. Despite their tragic incidents, the air sequences are received with expressions of delight, while the less inspiring scenes of the picture's story are applauded for their value in adding to the significance of what happens in the air. Mel Shauer, Paramount's foreign representative with headquarters in Paris, is sailing this week to spend the Christmas season in New York. He will tell you that he expects to find "Wings" still running on his return.

New theme for a movie: Economic conflict between the Apaches of Paris and the Apaches of the screen. More fact than fiction in this. The movie Apache is so much more convincing than the genuine article that the latter are being driven out of the Apache business — that is, the ornamental part of it heretofore provided by notorious cellar cafes to attract American tourist custom. And while the down trodden Apache, as recognized by the Paris Police, is forced back into his original criminal enterprises, the young clerks and "gigolos" employed by underworld resorts to double for him are repudiated by sight-seers from across the Atlantic. The Hollywood Apache has established himself on the international screen so firmly that anything short of him is pooh-poohed.

In Paris film circles much interest is expressed in current efforts of Louis Nalpas to educate picture audiences up to appreciation of the fantastic in themes and characters with elaborate productions emphasizing the note of unreality. Nalpas experimented along this line for several years before Paramount leaped into the arena so triumphantly with Barrie's "Peter Pan." His name is now on all tongues owing to the striking popular success of his short subject production of "The Magic Clock" for Universal-De France, which European critics unite in declaring a masterpiece. Themes of this sort seem to demand a definite knack in characterization, and special judgment in the choice of mechanical resources in production. This may explain why Paramount was not altogether happy in the manner of its filming of "The Beggar on Horseback."

A few months ago, when the fate of "The Magic Clock" was still in the lap of the gods, the recent announcement that Nalpas was starting work on the greatest of all English political travesties, "Gulliver's Travels", would have brought him tears of sympathy rather than the smiles of approval which he now enjoys. Faith in his ability to make the "Lilliputians" and the "Brobdignagians" of the Dean Swift classic convincing is quite generally expressed on this side of the English Channel.

Harry Marx, Ex-Publix Official Slated for Allied V. P.

DAILY REVIEW

Reg. U. S. Pat. Off.—Formerly Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 136

New York, Thursday, December 13, 1928

FIVE CENTS

The Ole Run-around.

By ARTHUR JAMES

The American vernacular is frequently enriched by the picturesque addition of phrases that describe conditions and situations better than the more classic forms of English speech. For instance, the phrase "run around" or rather "the run around". This is descriptive of a dodging maneuver, a system of avoidance that keeps the benighted individual, who is the victim, in the air.

In operation the "run around" resorts to subterfuge in the matter of the telephone. A promise is made, the one to whom it is made calls on the telephone to bring about a realization of the promise. He is advised in various ways by the "run around" or usually by the secretary, that there has been a delay in the proceedings but not to worry. Or the secretary says: "Mr. Katzenjammer is looking at a picture", or "Mr. Spoopendike is in conference", or "Mr. Fitznoodle is out of town".

The believing one bides his time and again seeks information or confirmation. The same program with slight variations is repeated and in the end the promise is broken and disappointment and despair fill the soul of the victim of the broken promise.

The folly of the "run around" lies in its non necessity. It was born undoubtedly in the reluctance to hurt people's feelings. On the other hand it is in essence a rather cowardly course. It is a waster of time, it is a destroyer of confidence, it is a nuisance, it is an inspirer of revenge, of dislikes and of even hatreds. It incites to profanity and in less civilized conditions would inspire to murder.

In the next Federal Trade Practice Conference for the motion picture industry the "run around" should be brought up as one of the five issues. Then all the advertising men in the picture business could be called upon to give their testimony and possibly the commission would sanction the printing of a series of portraits of continuous offenders and then perhaps also, life sentences could be meted out to the end that the "run around" should disappear if not from the face of the earth, at least from the picture business.

Frankness, even though it may hurt, is far better than the promise with a "run around" in its wake.

LOEW CIRCUIT IN DEAL FOR JENKINS TELEVISION MOVIES

GILBERT RE-SIGNS M-G-M CONTRACT

Renews for Long-Term And Sets Rumors At Rest

Various rumors as to the future affiliation of John Gilbert were dissipated yesterday with the announcement that the star of "The Big Parade" has signed a new long-term contract with Metro-Goldwyn-Mayer. Thus it is definitely assured that Gilbert will remain with the company under whose supervision his outstanding successes were produced.

A joint statement regarding the signing of the new contract was made by Nicholas M. Schenck, pre-

(Continued on page 6)

SIGNOR BISI IN UFA CONFERENCES

By Dr. R. OTTO

(Special Cable to Exhibitors Daily Review)

BERLIN—His Excellency, Signor Bisi, former Italian Under-Secretary of State and now President of the newly formed "Ente Nazionale" (National Corporation) for the production and distribution of pictures is here in Berlin to start cooperation with UFA.

The funds for this organization

(Continued on Page 2)

Here's a Tip

As a favor to every exhibitor in the United States who has sound equipment we direct attention to the Mack Sennett Educational comedy in sound — "The Lion's Roar" as one of the absolute knock 'em over, rock the house, make 'em all laugh type of attractions.

It is slapstick comedy but in this one you can hear the slaps. It uses every variety of sound successfully and is contrived in so showmanlike a manner that it is one of the funniest pictures, sound or silent, we ever saw since we were born.

We saw this under the most difficult conditions with only eighteen persons present in a projection room (an almost deadly test for a comedy) and yet they all went away laughing.

We congratulate all concerned and especially the exhibitors who have a chance to clean up on this unusual piece of show property.

LESSER-WARNER TO FINANCE OWN PROD.

There is no hitch in the deal between the Sonora-Bristolphone individual producers and the Sonora group who have taken over the rights to Bristolphone.

The question of who was to put the advance money for produc-

(Continued on Page 2)

Pictures to Be Sent Over Radio Direct to Theatres

HOME OPPOSITION

Negotiations were yesterday started by the Jenkins Television Corporation to broadcast movies by radio television directly to the screens of motion picture houses, and it is definitely understood that this deal is being made with the Loew Circuit of Houses.

While the primary intention of the Jenkins Television is to manufacture television receivers and transmitters which will broadcast motion pictures direct into the home within the next three months, this move to get Television into the theatres will partially forestall the natural animosity of theatre owners to home competition.

As a distinct novelty, the broadcasting of short Television subjects

(Continued on Page 2)

HERRON SUCCEEDS PLATTEN AT HAYS

At yesterday's regular quarterly meeting of the Board of Directors of the Motion Picture Producers and Distributors of America, Inc., announcement was made that Mr. J. Homer Platten, who has been Treasurer of the Association, had resigned to accept the position of Executive Vice President of the White Rock Mineral Springs Company. Mr. Platten will assume his duties with that company on December 15.

F. L. Herron, Foreign Manager of the Association, was elected Treasurer to succeed Mr. Platten, and George Borthwick, Assistant Treasurer.

Off for U. A. Convention

United Artists' first national sales convention will be held in Chicago in the Stevens Hotel on Friday and Saturday with 125 members of the sales force present from all parts of the country.

Al Lichtman, general sales manager, and Victor M. Shapiro, director of publicity and trade relations, left yesterday for Chicago to complete the arrangements.

Allied Gets New and Stirring Slogan at Very Secret Pow Wow

'RIO RITA' FIRST OF FBO ADVANCE SERIES

No sooner had Joseph I. Schnitzer, newly elected President of FBO Productions, Inc. taken control of the destinies of the film company, than he purchased the screen rights

(Continued on page 6)

"Make All Checks Payable To A. S. Myers"

"Make all checks payable to A. S. Myers!"

That's the slogan, the rallying cry and the short battle hymn for the Allied as announced, at a secret meeting—oh! too secret for any-

(Continued on page 6)

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

ARTHUR JAMES, Editor
W. R. WILKERSON, Publisher

Abraham Bernatein, Managing Editor; James Cron, general manager; Herman J. Schleier, Business Manager.

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London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour Street, London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

MAIN STREET

by

GORDON TRENT

Victor Saville, Director of Burlington Films, B. I. Subsidiary in England will be with us shortly to look over the talkie situation . . . Britain is heading for sound . . . Pres. Elect Hoover's canned voice is now in the official archives in Washington, sent there for posterity by Pathe Sound News . . . Others are still uncanned . . . Paul Bern pulls a Gene Tunney today up at Cornell, when he lectures the Rah Rah boys on the talkies . . . Paul is professor from now on . . . Walter Eberhart, long of the First National regime had lunch on Broadway yesterday and afterward was seen journeying Eastward instead of Westward . . . ata boy Walter, keep up your good habits . . . Add Mrs. Edward (Major) Bowes formerly Margaret Illington to the sick list . . . Mike Simmons of Gotham likewise . . . 10,000 kids are going to have an Xmas party at the Roxy Theatre on Christmas morning, with all the trimmings . . . Some day they may throw a party for column conductors, the poor ones . . . Thomas Meighan is conferring around the Warner offices these days . . . plus the iron derby . . . Franklyn Warner, ex-banker, is up and doing again after siege of the flu . . . Vic Shapiro, C. Smith, P. N. Lazaarus, E. Jensen, C. Trowbridge and H. Ginsberg left the stem yesterday for the U. A. Convention in Chicago . . . Moe Mark is a limburger cheese connoisseur and Joe Plunkett never tasted any . . . D. Herzog once of the press agency but now a flicker cricket and sneppeh writer for the daily or lay press has a lurch for the words "opus" and "yclept". The first is discarded by critics not too lazy to develop a good supply of useful words. The second is from the ancient Chaucerian "ycleptomania". Aside from slovenly English the Herzog is developing as a good mean dig artist and an entertaining writer . . . Good luck and congratulations, Major Herron.

Schenck Due Saturday

Nicholas M. Schenck left the Coast last Tuesday after conferences with Allied producers and will reach town on Saturday. Schenck will shortly have public announcements concerning any new plans made while in California.

Lesser-Warner to

Finance Own Prod.

(Continued from page 1)

tion has been settled as far as the Lesser-Warner outfit is concerned. Sonora will have nothing to do with production but will center their attention of production and distribution of the machine and units for recording.

Warner-Lesser will finance their own productions and are now conferring with distributing channels for the release of their future product. Sol Lesser is now in Hollywood arranging for the start of production.

The Asher-Small-Rogers outfit will also undoubtedly finance their own series of Sonora-Bristolphone productions, as will Gotham.

Loew Circuit in Deal for

Jenkins Television Movies

(Continued from page 1)

through the Loew houses is bound to create a tremendous impression and stand them up outside the doors.

The decision of Television to go after theatres will not only be productive of greater financial returns, inasmuch as the home market is as yet an unknown quantity, but will also follow the course pursued by RCA and others who originally intended to manufacture sound apparatus for the home, but who went after the theatre market first.

The Metro-Goldwyn-Mayer organization has been very keen in the matter of Television and Telephoto and only this week sent the first sound-on-film by telephoto process from Hollywood to New York, transmitted by William Haines, by which his short conversation will be used in a title to be inserted in his latest picture "Alias Jimmy Valentine."

Roxy Theatre

CLASS A-COMMON-UNIT BOUGHT AND SOLD

BAINBRIDGE & RYAN

Members of Stock Exchange

100 Broadway
New York City

Telephone Rector 3960

Attention of Edward E. Smith

Theodore Hays in Town On Canavan Confab

Theodore L. Hays, of Finkelstein and Ruben, President of the Board and Directors of Public Relations of the North West Theatre Circuit, Inc., is here on labor matters pertaining to the theatres of the North West and incidentally to visit several friends.

He has already had several conferences with Canavan and has another conference scheduled for tomorrow.

Signor Bisi in

Ufa Conferences

(Continued from page 1)

are supplied by Italian banks, insurance companies and similar institutions and the whole production and distribution will of course be under the control of the Fascist authorities.

But otherwise, the whole concern will be run as much as possible on international principles. There is no nationalism in film production. "Italians like all other nations must produce for the world's markets," Signor Bisi told me. And he added that foreign directors and artists will be welcomed in Italy.

He repeated to me that all European and American pictures sent to Italy under a reciprocity arrangement with an Italian producer and distributor are counted as domestic producers under the Italian exhibitors' quota law.

WAFILMS, Inc.

Walter A. Futter, Pres.

for Libray Stock Scenes

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SCREEN TESTS

Incandescent Lighting
Local No. 644 Cameramen
Complete Equipment
Studios for Rent

BROWNING STUDIOS

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PENN 1258

C. Myers at FBO

Carmel Myers, brilliant and internationally popular leading woman of the films, is playing her first role for FBO in "The Red Sword", now in production under direction of Robert Vignola, veteran megaphonist with a lengthy record of hits.

Select Title

"Lady of the Pavements" is the title finally selected by David Wark Griffith for the film that he has just completed for United Artists.

Jetta Goudal, Lupe Velez and William Boyd are the principal players. It has been decided that the film shall not contain 65% dialogue, as was once intended.

AT A SACRIFICE

Full equipment for small house.
650 leather uph. chairs.
2 projectors.
12 large lobby frames.
1 large ticket booth.

Can be examined by appointment,
by—

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400 Newly Furnished Rooms,
\$2.50 a day and up. Sample
Rooms \$4.00, \$5.00, \$6.00, \$7.00
and \$8.00.

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DEARBORN STREET FROM JACKSON
TO QUINCY
New Garage One-Half Block

CHRISTMAS CARDS AND PARCELS

SHOP EARLY

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"The Government would be grateful if you would—

SHOP EARLY

WRAP CAREFULLY

ADDRESS PLAINLY

and MAIL PROMPTLY

HARRY S. NEW,
Postmaster General."

SHOP EARLY

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MAIL EARLY FOR DELIVERY BEFORE CHRISTMAS

PARAMOUNT QUALITY TALKING PICTURES PROGRAM

Released between January 1 and July 1, 1929

4 PARAMOUNT ALL-TALKING SHOWS

"INTERFERENCE" plus Eddie Cantor, Ruth Etting.

"DOCTOR'S SECRET" plus Borrah Minnevit, "One Word".

Jeanne Eagels in "THE LETTER" plus Eddie Peabody, Giersdorf Sisters.

"NIGHT CLUB" plus "Pusher-in-the-Face", "Bishop's Candlesticks".

22 ALL-TALKING FEATURES

"Canary Murder Case".* "Wolf of Wall Street" (Bancroft).* "The Dummy".
"A Genius Is Born". "The Hole in the Wall". "Close Harmony" (Rogers).
"Nothing But the Truth" (Dix). "The Studio Murder". "Gentlemen of the
Press". "The Woman Who Needed Killing". "Through the Night". "The
Tong War".* "The Wild Party" (Bow).* "Darkened Rooms". "Here Comes
the Band Wagon".* "The Saturday Night Kid" (Bow).* Menjou All-Star.*
Bancroft All-Star.* (silent versions also.)

17 TALKING SOUND FEATURES

"Abie's Irish Rose". "The Shopworn Angel". "Innocents of Paris". "The
Carnation Kid" (MacLean). "Redskin" (Dix). "Wolf Song". "Sins of the
Fathers" (Jannings). "Behind the German Lines". "Black Eagles" (Bancroft).
"River Boat". "Homecoming". "Two Shall Meet". "Looping the Loop".
"The Man I Love". "Ellis Island". Dix Special. MacLean-Christie Special.

NOTE:—All these pictures have silent versions

52 TALKING SHORTS

13 Paramount-Christie two-reel short features. 28 Paramount Talking Acts,
15 in two reels, 13 in 1-reel. 6 Song Cartoons. 5 Famous Composers.

PARAMOUNT SOUND NEWS

Very soon, industry's leading news reel in Sound!

PARAMOUNT—leader Sound & Silent!



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100% LOVE
100% DRAMA
100% CAST
100% STORY
100% PRODUCTION
100% BOX OFFICE

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DIALOG PICTURE FILMED OUTDOORS

PUBLIX FIRST

to play this outdoor talker

Opens 2 Weeks' Engagement

Saturday, December 22nd,

CALIFORNIA Theatre,

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Begins

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WILLIAM FOX PRESENTS

IN OLD ARIZONA

With This All-Talking, All-Star Cast:

EDMUND LOWE

Sergeant Quirt of "What Price Glory" in another hard-boiled characterization.

DOROTHY BURGESS

A screen find from the legitimate stage, with plenty of "it."

WARNER BAXTER

Always a good actor, in this talker he's a great actor in a great role.

FARRELL MacDONALD

No better character actor on the screen. He's perfectly cast.

IVAN LINOW

The giant of "The Red Dance" rushes into Russian on the Movietone.

Directed in Dialog by

RAOUL WALSH

and

IRVING CUMMINGS



**F
MOVIETONE
X** *talks profits!*

FIVE FOX THEATRES FINISHING

Murnau, Beaudine, Klein, Ford and Tinling Shooting

Production activities of Fox Films at the West Coast studios continue to be of the pace-setting order. Five important feature pictures are on the point of being completed.

F. W. Murnau is expected to finish "Our Daily Bread," with Charles Farrell and Mary Duncan, in a week. William Beaudine is scheduled to wind up Madge Bellamy's new vehicle, "Fugitives," from Richard Harding Davis's story entitled "Exiles," in about the same time.

James Tinling is likely to bring "True Heaven," with George O'Brien and Lois Moran, under the wire at the same time. "White Fury," in which Charles Klein has been guiding Nancy Carroll and Lawrence Gray through the leading roles, and "Strong Boy," Victor McLaglen's new vehicle directed by John Ford, are moving according to schedule and nearing completion, rounding out an unusually large number of productions which will be finished contemporaneously.

K. McGuire Signed

Kathryn McGuire has been signed to play the feminine lead opposite Tom Mix in his latest FBO production, as yet untitled, on which camera work began this week.

Walter McGrail, who registered a remarkable performance in FBO's recently completed "Blockade," will play the heavy in the latest Mix vehicle. Eugene Forde is directing.

Gilbert Re-Signs

M-G-M Contract

(Continued from page 1)

sident of M-G-M and by Gilbert.

"The new contract between our company and John Gilbert is a long-term agreement," said Mr. Schenck. "It definitely sets at rest many conflicting rumors regarding his future activities. The signing of this immensely popular star is one of the most important moves in the history of our organization. Elaborate plans for his future productions will get under way at once. We are indeed proud to announce that his services will remain with our company."

Gilbert expressed keen enthusiasm over his new contract.

"I am glad to say that I will continue with the company which contributed so largely to any success I may enjoy," he declared. "I have always felt that I would rather be with M-G-M than with any other concern and I look forward with particular pleasure to a continuance of my association with Louis B. Mayer, Irving Thalberg and other co-workers at the Culver City studios."

Gilbert's most recently completed film "A Woman of Affairs," in which he co-stars with Greta Garbo, is scheduled to reach Broadway in the near future. "Thirst," in which Gilbert has the part of an African adventurer, is now in production under William Nigh.

STUDIO GOSSIP

Arthur Gregor is directing the silent version of Pathe's "The Missing Man."

Barry Norton will star in the Fox production of the famous stage play, "The Command to Love."

Al Rogell, having completed his two year contract with Charles Rodgers, is seeking new connections.

Donn McElwaine has been made western editor of Pathe sound news weekly.

Lowell Sherman's talking short, "Phipps," has suffered a change of title. It is now called "Nearly Divorced."

M-G-M's technicolor picture, "The Viking," has been synchronized at the Sound Studios in New York.

Robert F. Burkhardt, writer of serial newspaper stories, has joined the Fox publicity staff.

Frank O'Connor will direct "Just Off Broadway" for Chesterfield. Production to start January 3rd.

Edmund Gouding is now devoting his time at Pathe to making tests of unknown players in the search for screen talent.

Molly O'Day's contract with First National is not being renewed. Miss O'Day has not made a picture in some time.

Marcel Silver will be the only one to do any megaphoning on Fox's "Movietone Follies." Edward Royce will assist him in the staging.

"Rio Rita" First of FBO Advance Series

(Continued from page 1)

of "Rio Rita" the famous Florenz Ziegfeld musical show, as the first special on FBO's 1929-30 program.

With the purchase of this valuable piece of show property President Schnitzer effected the beginning of a revolution in the quality of the company's product, which is only a forerunner of the program of expansion on which he is now at work.

"Rio Rita" will be made as the first special on FBO's 1929-30 program in affiliation with Radio-Keith-Orpheum Corporation. Contracts for transferring the Ziegfeld show into a talking and singing motion picture were signed yesterday between Mr. Schnitzer and Florenz Ziegfeld.

"Rio Rita", one of the most colorful musical plays in the history of the American theatre, will be the first Ziegfeld show to be transferred to the screen with its songs and dialogue intact. The original "Rio Rita" cast, headed by Ethelind Terry and J. Harold Murray, will play and sing the leading roles. Other players in the original cast include Bert Wheeler, Ada-May, Walter Catlett, Vincent Serrano, Walter Petrie, Helen Clive, Noel Francis and Alf P. James.

Italian Hollywood

ROME—The Italian "Ente Nazionale per la Cinematografica" the Government National Corporation for development of the Italian Film Industry has decided to create an Italian "Hollywood" in the neighborhood of the Government Aerodrome at Littorio.

18,000,000 Lire may be invested in studio construction.

Allied Gets new And Stirring Slogan

(Continued from page 1)
thing!—in the Hotel Biltmore yesterday in rooms 1108-1110-1112 and 1114. Al Steffes in booming tones told the Administrative Board of the New Jersey M.P.T.O. that they were wanted for the new organization and to prove they (Steffes, Col. Cole, Ritter and Ritchey) were "on the level", he voiced repeatedly "Make out all checks to A. S. Myers."

It is known to the wide world that one A. S. Myers is the new chairman of the Federal Trade Commission, and it is known also that this A. S. Myers has denied he will head Allied. Rumors had it that he wanted to know where the money for the pay envelope was to come from before he would resign from the Federal Trade Commission to head the exhibitor group into the Land of Promise.

Steffe's needs no loud speaker so his words went out of the secret meeting and boomed into the late afternoon air. This newspaper's sensitive receiving set picked them up.

Jersey is headed for the Allied if the Administrative Board can put it over. That also came through the air. Other neat bits were the Steffe's assurance that Fred Biechle had already joined; that Harry Marx, late of Publix, is to be vice president; that the name will be either M.P.T.O. of Allied States or National M.P.T.O. of Allied States; that Indiana, Wisconsin, Montana, Washington, Southern California and Kansas were in and that Ohio, Maryland, Pennsylvania, and North Carolina were hoped for; that \$20,000 was raised in Chicago and that "Man power to get money" was much needed.

Col. Cole, as presiding elder, announced that the national headquarters would be in Washington. The headquarters will be parked in the best hotel visited by the organizers.

"Make all checks payable to A. S. Myers" ought to be a rallying cry to arouse a nation, like—"Lafayette, we come" or "Out of the trenches by Christmas".

At the meeting's close a statement was refused but the radio replied with a low, mocking "heh!heh!"

OPINIONS

By W. R. WILKERSON

HOLLYWOOD—There is gloom in the hearts of a great many of Hollywood's best known stars. It has been intimidated by producers that at the expiration of present contracts a number of the high priced stars will find difficulty in connecting.

Talkies is the reason. In spite of the persistent publicity regarding this and that star's wonderful speaking voice, it is a well known fact that the tests have proven otherwise, and many stellar performers will be forced to lineup with second rate companies who are not using dialogue in order to keep the wolf from the door.

The great influx of New York legit artists is not adding to the peace of mind of the silent performers. Each day new faces coming from the East. Not only actors and actresses, but legit directors are bringing their baggage and preparing for a long stay.

The legit people have all the confidence in the world and their nonchalance is creating a contrast to the gloom of the local boys and girls.

It is reported that at the expiration of high salaried contracts producers are prepared to make offers on a very much lower basis and there is every indication that there will be acceptances rather than haggle and lose out entirely.

Some of the stars, who have not kidded themselves into the belief that their voices register well, are casting their eyes on the foreign fields and it would not be surprising if England and Germany would prove salvations to those who fail to connect when the heads start to lop.

Although the producers are not dubbing the move an economical one it is just that. The adverse criticism to the last outburst of economy reflected in a bad light and there is more caution being taken.

Producers can now sign New York artists of note under a picture to picture contract and they feel this is a sensible arrangement and saves the cost of supporting a stock company.

"My Tonia" Theme Song

B. G. De Sylvia, Lew Brown and Ray Henderson, who wrote words, music and lyrics for those Broadway musical hits, "Good News" and "The New Moon", have written a theme song, "My Tonia," for "In Old Arizona," the first all-talker dramatic feature to be made by Fox Film Corporation, to whom these writers are under contract.

Cooper With Jannings

Gary Cooper has been assigned to a big part in Emil Jannings' new Paramount picture, which will have a picturesque setting.

Cooper will play the role of a Swiss artist in love with Esther Ralston, Jannings' wife. Lewis Milestone, director of "The Racket" and "Two Arabian Nights", will have the megaphone for this story.

If you were a multimillionaire you couldn't buy this Advertising. but you can have it free of any charge

If you had millions of dollars, you couldn't buy the world-wide advertising which has been given to Stern Brothers' Comedies in the finest newspapers published. They wouldn't sell it to you for money or for love or for anything else. Hundreds of newspapers have used daily cartoons of "The Newlyweds and Their Baby" and "Let George Do It" and "Buster Brown" and "Mike and Ike." Millions of people read them and are unhappy if they miss them. That kind of advertising cannot be bought. But all the benefits of it are yours free of any charge when you show the Stern Brothers' Comedies based on these popular cartoons. They are the most staple comedies of the world. They have withstood the acid test of time. They are like money in the bank. The best theatres in the world are showing them regularly. WHAT MORE COULD YOU ASK?



SNOOKUMS

IN
"THE NEWLYWEDS
AND THEIR BABY,"
From the Famous Cartoons
by George McManus.



BUSTER BROWN



A series made from the renowned comic feature by R. F. Outcault.



MIKE AND IKE



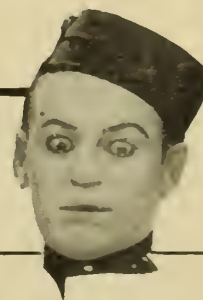
Rube Goldberg's side splitting characters brought to life.



LET GEORGE DO IT



Another series from the brilliant pen of Rube Goldberg.



TWO REELS EACH

STERN BROTHERS COMEDIES!

Released by **UNIVERSAL!**

Otterson Indicates W.E. Interchangeability Stand

EDUCATIONAL PLANS FULL SILENT PROGRAM

Both talking and silent subjects are included in an especially fine group of Short Features arranged for the first of the year by Educational Film Exchanges. Added to the usual quota of silent comedies, novelties, magazine and news releases, on Educational's January program, will be the second subject in the new series of Mack Sennett Talking Comedies, "The Old Barn," which follows quickly upon the immediate hit made by "The Lion's Roar."

No curtailment is to be seen in Educational's line-up of silent pictures, in keeping with the promise of E. W. Hammons, president of Educational, that there will be no neglect of Educational's silent subjects because of its entry into the sound field. The silent pictures for the month include five two-reel productions, four one-reel comedy or novelty subjects and eight releases of Kinograms, the news reel. Included in these subjects are several outstanding pictures with Educational's best known stars in them.

GENERAL TALKING PICT. STARTS SALES FORCE

General Talking Pictures Corporation, owner of the DeForest Phonofilm systems of projection and recording, has organized a sales force for the distribution of theatre installations in every part of the country. The force will generally start activity this week in each territory and to supply the demand manufacturing facilities of the projector has been arranged on an expandable basis so that deliveries can always be kept within a reasonable time limit in regard to the placing of the orders.

The corporation has recently acquired manufacturing facilities in the middle west and this will be operating by the first of the year on a scale which will permit expansion beyond any point which may be reached by the sales department. The eastern factory, limited in space, has been increased to full capacity, and a night shift was added on Oct. 10th. The full capacity of this factory from now until the first of the year, will be devoted to the filling of orders which have already been received. Orders written between now and January 1st will be delivered not later than Feb. 15th, with both the eastern and western plants fulfilling the orders.

V. B. Trade Show Today

Three Pathe short sound and talking subjects produced by the Amedee J. Van Beuren Corporation will be presented for the trade at the RCA Studios at 411 Fifth Avenue, 11:30 this morning. The following subjects will be shown: The talking Topics of the Day, "Pressing His Suit" and "The Petters" and Aesop Sound Fable "Stage-Struck".

"The industry is naturally interested in what progress is being made in equipping theatres for sound projection. Last week our company completed its 900th installation, and from a recent report in one of the trade papers I understand there are all told twelve installations of other makes of equipments. During November we equipped 159 theatres. By January 1st, we shall have more than 1000 theatres actually giving their patrons pictures with sound, and early in the year we shall have increased production to 250 a month." W. E. Otterson, Pres. of Electrical Research Product said yesterday.

"Regarding interchangeability," Otterson stated, "we have no expectation that our system will be the only one theatres can install, nor are we spending very much time to send out experts to test the results of each new installation of another device as it is made, or even to examine the equipment for patent infringement. Having a common interest with the producers who have adopted our system, we are asking their judgment of the quality of the reproducing in each instance where they have the opportunity to book a sound picture for showing on other than Western Electric machines.

"We are inclined to believe that many of the systems now being offered for the sale on the basis of studio demonstration will not stand the test of operation in a theatre.

"Some of the trade press have expressed surprise because we have not taken a more aggressive attitude in seeking to shut down those shows on their equipment as fast as they have bobbed up in various parts of the country. May I say in reply to that, as I have said before, that our policy in this industry is not one of aggression; we are not trying "to stamp out competition wherever it shows its head. In the long run inferior systems will fall of their own accord without any pressure from us. Some already have.

"If we find other manufacturers invading the field of our patents, we shall ask the courts to see that our rights are respected, but we are not out trying to pick a quarrel. We are trying, rather, to meet to the best of our ability the obligations to serve the business of talking pictures, in the success of which we, and the great producers who are aligned with us, have such a tremendous stake."

Gallagher Leaving

Richard, "Skeets" Gallagher leaves for Hollywood today to play an important role in "Close Harmony." This is the Elsie Janis story which is being made into an all-talkie by Paramount. John Cromwell, stage director, will handle the megaphone on this production.

B. Bennett With FBO

Barbara Bennett, daughter of the famous Richard, has been signed by FBO for the feminine lead in a picture tentatively titled, "Stepping High." This is to be made at Sound Studios, 134th Street and Park Ave. and Bert Glennon will direct.

PATHE EXCHANGE, INC.
*will move on January 1st
to the 8th floor in*
Film Center Building
44th Street • NINTH AVENUE • 45th Street



WHEN Film Center Building
opens its doors in three
weeks, it will house every large
film exchange except those who
have their own buildings on this
same block.

*A Structure Tailored to Fit the Special
Needs of the Film Industry*

Telephone Ashland 4200 for plans
of part floors, small offices, storage
or shipping units.

225 FIFTH AVENUE

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INC.

Phone Ashland 4200

FILM CENTER, INC., Builders . . . ABE N. ADELSON, Pres.

Northwest Theatre Trouble Ends After Long Fight

DAILY REVIEW

Reg. U. S. Pat. Off.—Formerly Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 137

New York, Friday, December 14, 1928

FIVE CENTS

Star Stuff! FBO's New Show Life

By

Cutler James

JOHN Gilbert's signature to a new long time contract with M-G-M demonstrates that the good ones, well advised, stay where the money is.

...

REPORTS, inspired by offers of various sizes—all large — led to definite statements that Mr. Gilbert would be found in new surroundings. But this writer to more than several of the important exhibitors offered a modest wager that he would stay with the company that made him and kept him artistically and personally happy.

...

THE comment among these exhibitors yesterday and from many others was that they felt they would benefit especially because of the tremendous vehicles M-G-M has provided him and in such numbers as to assure the future.

...

A GREAT earning power at the box office can be wrecked in inefficient hands. The handsome Mr. Gilbert is in his best possible association.

...

WHEN FBO was solely in the hands of showmen it handled its pictures to the best advantage but when under a purely financial leadership its pictures suffered and its campaigns in the trade went flat through under or at times no nourishment.

...

THE master showman brain that conceived and directed that well remembered showman campaign is now in full authority as president of the company. He now has the resources of so formidable a financial group as RCA. The balance is where it belongs, the money backing and the showman management. The first evidence of this is the big show hit "Rio Rita" which will be the first FBO special under the definite show regime of Joseph I. Schnitzer.

...

WE expect to see this company heading for the prestige and profit that comes from great show performance.

NORTHWEST THEATRE TROUBLE IS SETTLED

Both Sides Make Concessions in Coming to Agreement — Long Battle Is Ended

(Special Wire to Exhibitors Daily Review)

MINNEAPOLIS, Minn. — Dec. 13. All stagehand labor matters between the Publix Theatre Circuit and the International Alliance of Theatrical Stage Employees have been settled. Those present at the conference between these two organizations were Mr. Canavan, president of the Alliance, Theodore L. Hays, of Finkelstein and Ruben, President of the Board and Director of Public Relations of the North West Theatre Circuit, and Harry Sherman, Publix Director of Public Relations. The theatres involved were, the State, the Minnesota, and the Garrick, all

(Continued on page 4)

ATLANTIC CITY TO PROMOTE PICTURES

(Special to Exhibitors Daily Review)

ATLANTIC CITY—Dec. 13. — A new moving picture producing unit has been formed here to make pictures in and about Atlantic City, and to be known as the Atlantic City Motion Picture Corporation.

The organizers plan to start with a series of comedies to be made in the old Brunton Studios until such time as the company's own studio can be erected. They expect to begin work on these comedies within the next sixty days.

The officers of the new corporation are: Armand T. Nichols, president John C. Brunton, vice-president James N. Rogers, vice-president John D. Moyer, secretary-treasurer. It is the ambition of these men to make Atlantic City the Hollywood of the East, which is some ambition.

Meet the King!

His Imperial Majesty the King of Spain appearing in person, as it were, and speaking through Fox Movietone News will be released to the theatres and the public tomorrow.

The King is acclaimed as an actor and a comedian that would have given Chaplin a tussle if he hadn't been so busy in the king business. This without question is a guaranteed box office smash.

AL STEFFES FAILS TO STAMPEDE JERSEY GROUP

POWERS DEPLORES WASTE IN SOUND DUPLICATION

"Standardization in sound picture production should receive immediate attention as a matter seriously affecting present prosperity and bearing vitally on the future of the entire motion picture industry", says P. A. Powers of Powers Cinephone. "Common sense and the simplest principles of business efficiency demands the abolition of the present disrupting practice of producing sound pictures on two widely separated recording systems", declares Mr. Powers. "Thousands of loddars are being lost to the producers through confusion in the studios, duplication of effort, and uncertainty in executive offices."

"I am convinced", says Mr. Powers, "that the system of recording sound on the film will be the ultimate standard adopted by the picture producers. Many economic reasons and features of efficiency favor the sound-on-film system. Synchrony cannot be lost in pictures synchronized by the sound track methods. They call for single shipments saving the extra carrying charges called for by the disc system and are saving in valuable storage space."

EMERSON RESIGNS AS PRESIDENT OF EQUITY

John Emerson resigned Wednesday as president of the Actors' Equity association.

He gave as his reason the fact that he had been "troubled by a persistent and aggravating throat affection, which, despite extensive travel and treatment, has yielded very slowly."

Emerson was the head of Equity for eight years. He will leave soon with his wife, Anita Loos, for their Palm Beach home to recuperate further.

Frank Gillmore, known throughout the theatrical world as "the father of Equity", was appointed to succeed Emerson. Gillmore has been executive secretary and treasurer for several years.

Paul Dullzell, assistant to Gillmore, was elevated to the latter's position. Berton Churchill was made treasurer. They hold office until the annual meeting of the association next June.

Investigations Sent to Washington and Cleveland to Check Statements

Al Steffes, the Allied fire-eater made his annual oratorical outburst at the Biltmore Hotel Wednesday, at which time he made an effort to line up the New Jersey exhibitors in the ranks of the Allied group but whether or not the table pounding, chest thumping, hair mussing ordeal will have the desired effect remains to be seen. At any rate he did not stampede the members of the Administration Committee of the New Jerseyites. They were as unresponsive as a Syracuse audience.

Al's chief aim seemed to be to impress those present that his organization is on the level. To drive this home he kept exclaiming with great gusto, "Make all checks payable to A. S. Myers". He repeated this time and again until it finally became the war-cry.

It would seem on the face of this phrase that Al is desirous of obtaining a sufficient number of checks made payable to Myers to cause that gentleman to relinquish his position

(Continued on page 4)

SEASONAL SLUMP HITS ALL BROADWAY HOUSES

The pre-Christmas season is not greeted with any cheers by Broadway theatres. The women who as a rule patronize the theatre in the afternoons are now fighting their way among the thousands of Christmas shoppers and they are too tired to take in a movie in the evening.

Theatres are not going to any great pains to make a bid for patronage at this pre-holiday period knowing it is useless to combat the shopping spirit. Business will no doubt pick up immediately after Christmas and remain so for some time and special presentations and

(Continued on page 4)

Stanley Earnings

The Stanley Company of America shows net earnings of \$202,982 for the 13 weeks ending September 29. For 39 weeks ended September 29 net income totalled \$695,640 after deductions.

IT'S HERE **ALL TALKING** produced by **MACK**



We have been promising you details of Educational's sound program. Here is the first important detail: Educational's first all-talking two-reel comedy is ready for you to see and hear—and play.

Without resorting to high sounding phrases, we have told you simply that you could rely on Educational to lead the way in short subjects with sound, as it has led the way in silent short subjects for years. All we need to say now is to ask you to see and hear "The Lion's Roar" This we invite you to do.

Other talking comedies from the great Sennett Studios will follow in quick succession.

And other groups of short subjects with sound will be announced soon.

E. W. Hammond
PRESIDENT

EDUCATIONAL FILM EXCHANGES, Inc.

MEMBER OF THE NATIONAL ASSOCIATION OF PRODUCERS AND DISTRIBUTORS OF AMERICA, Inc., WILL H. HAYS, President



First
COMEDY
SENNETT

"THE LION'S ROAR"

with

Johnny Burke

Daphne Pollard

Billy Bevan

Vernon Dent



EDUCATIONAL PICTURES! The trade mark that for years has dominated the short subjects field! Now, the sign of the best in short subjects with sound! EDUCATIONAL is proud to present, as part of its great sound program, this series of two-reel comedies from the oldest comedy producer — MACK SENNETT.

The world has been waiting for comedies with sound and talking on a par in quality with the best that has been done in talking features. They are here in MACK SENNETT TALKING COMEDIES.

"THE LION'S ROAR" begins a series of talking comedies that will pull like big features. No short subject series has ever held greater promise of profit for the exhibitor who books them.

Talking, Music,
Natural Sound Effects,
From Start to Finish

Produced by
RCA Photophone Process



Pictures

DAILY REVIEW

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MAIN STREET

by
GORDON TRENT

Joseph I. Schnitzer is making life in FBO general offices just one live conference after another on schedules of all departments for the beginning of the New Year. N. B. Watch FBO for big doings. . . . George Jessel is keeping both eyes open for some extra boosting of "Lucky Boy" . . . There are indications that Al Selig will see that it is forthcoming . . . Some of our steamed contemporaries (polite word for lowlifes) set forth that Sam Jacobson had replaced Mark Larkin as Wampas president when Mark went Photoplay. Wrong! Barrett Kiesling, none other and no less, was elected president and now is. Sam Jacobson is first vice president and Joe Sherman is second vice president. Now the record is on straight! . . . George Brown, of Warner Brothers is shadow-boxing with Old Man Grip, and hopes to give him a good licking . . . George Blair, of Eastman, and his cheerful smile were with us yesterday . . . Bill Murphy in his publicity job at World Wide Pictures is just as well-pressed and no more dignified than usual, which means its natural rather than painful.

Warners in Philadelphia

PHILADELPHIA — Warner Bros. are reported as having taken over the new theatre which Al Boyd, formerly of Stanleys, is building and thus removed any threat of opposition which might have arisen through the house going exclusively to another distributor.

Fox and Paramount were reported at various times as back of Boyd's new project. A Paramount special, probably "Interference" will open the house around December 27th.

Flu Closes Theatres

Because of the sudden influenza epidemic now raging in Columbia, S. C., all theatres and places of amusement will remain closed until further notices.

Al Steffes Fails to Stampede Jersey Group

(Continued from page 1)

as chairman of the Federal Trade Commission and become leader of the Allied exhibitors. It is generally believed that Mr. Myers is a man of sufficient intelligence to be able to fathom why a chicken crosses the road.

Mr. Steffes, during his Swiss bell ringing act, asked the Jersey contingent not to take merely his word that the new movement is growing by leaps and bounds, but to investigate all his statements. The Jerseyites have adopted a Missouri attitude and taken Al at his word. They have despatched emissaries to Cleveland and Washington to check up and report to the state organization just what is what. The report will be made at a meeting of the Jersey committee next week.

After shaking the foundation of the Biltmore with his oratory, Al and his seconds, Col. Cole, Ritter and Ritchey, departed for Maryland where they are today trying to wean that state organization away from the M.P.T.O.A.

To the casual observer it would seem that Al's swing through the Eastern territory will prove negative in results. Mr. Steffes has nothing to offer but oratory. His organization has not, as yet, accomplished anything, whereas the M.P.T.O.A., although it functions far from perfect, has undoubtedly done considerable good for exhibitors. If Mr. Steffe's organization can, at the end of a year, show that it has made accomplishments greater than those of the national body, he will no doubt find a number of states ready to follow, but if he can offer nothing more than hot air he will find the exhibitors amused but he will also discover that they take their theatre owning more seriously.

Seasonal Slump Hits All Broadway Houses

(Continued from page 1)

pictures will be the lure to drag 'em in.

Theatres in New York, however, are faring better than those of other cities where flu has put a damper on picture going, owing to instructions from physicians to avoid crowds.

As a whole, Broadway houses are doing their regular seasonal business.

HITCHCOCK GETS FOX STEREO-COLOR-SOUND

(Special Cable to Exhibitors Daily Review)

LONDON — The third-dimension stereoscopic sound pictures in color which will be produced in Hollywood, based on the Spoor-Thompson process, was brought to Fox by Frank H. Hitchcock. The first pictures of Niagara Falls has been viewed by Fox officials and found to be free of all distortion and to create a life-like illusion.

The original Spoor-Thompson process required a special projector and lens. The new Fox system is used with standard-size film. Fox is banking on these pictures for a new sensation and they may revolutionize the industry as sound has done.

Bow-Wow-Wow-Wuff!

The gentleman at the box-office of the Central Theatre where First National's first talking picture, "The Barker," co-starring Milton Sills and Dorothy Mackaill, is playing, announces publicly that he is sick and tired of assuring ticket purchasers that "The Barker" is not a dog picture and that Rin-Tin-Tin does not head the cast. He declares that up to last night's performance he had answered that question forty-one times.

From F.N. Publicity Office.

Divorce for Plants

PARIS—Dec. 13 — The way has finally been cleared for a divorce for Philip M. Plant, youthful and debonair Long Island multimillionaire, and his charming wife, the former Constance Bennett, former picture actress.

This was learned from unquestionable authority last night as Plant sailed westward on a trans-Atlantic voyage homeward for the holidays.

While everything is the most amicable between the two, the situation is best described by the old phrase that "they've agreed to disagree."

REINHARDT ARRIVING DEC. 24 FOR U. S. PROD.

Max Reinhardt, foremost figure in Europe's theatre, sails Saturday from Boulogne for New York, on the S. S. New York. He comes to America to make his first motion picture. This film will be produced at the United Artists Studio in Hollywood and Miss Lillian Gish will be its star.

Miss Gish is now in New York, awaiting arrival of Professor Reinhardt on Monday, December 24th. After three days in New York the entire party will go to Hollywood, where the picture will be placed in production immediately. Reinhardt will import several players from Europe for the cast of his initial film.

British Censor 598

During the first nine months of this year, as reported by the Department of Commerce, the feature films censored in Great Britain numbered 598, 429 being censored during the first six months, the other 169 during July, August and September. These were films of 3,000 feet and over.

Northwest Theatre Trouble Is Settled

(Continued from page 1)

in Minneapolis.

After conferring for three days the terms were finally agreed upon. They are: that 28 shows constituted one week instead of the 23 shows demanded by the stagehands. That there are to be only 3 stagehands at each theatre instead of the 6 there now.

A settlement was also reached in the controversy between the stagehands and the Hennepin Orpheum Theatre, also of Minneapolis.

ACADEMY STARTS SERIES OF TALKIE EDUCATIONALS

HOLLYWOOD, Dec. 13—Today the first of a series of talking picture addresses planned for the use of colleges and other educational institutions and for general exhibition was completed and it was announced by Douglas Fairbanks, President of the Academy of Motion Picture Arts and Sciences. The speech is by Milton Sills, film star and former member of the faculty of the University of Chicago. It was recorded at Warner Bros. studio and will be given its first public reproduction during the National Convention of Teachers of Speech in Chicago, December 27th to 29th.

It will supplement a paper to be read at the convention by Ray Kimmel, Dean of the School of Speech of the University of Southern California. This practical demonstration of talking pictures for informative purposes was made possible for the academy through the cooperation of Warner Bros., the Eastman Kodak Company and Will H. Hays, President of the Motion Picture Producers and Distributors of America, Inc.

Germans Active

According to the Department of Commerce, reporting on foreign production, Berlin studio activity increased during October, 157 studio days being fully and 290 studio days partly occupied out of the 575 available.

Roxy Theatre

CLASS A-COMMON-UNIT
BOUGHT AND SOLD

BAINBRIDGE & RYAN

Members of Stock Exchange

100 Broadway
New York City

Telephone Rector 3960

Attention of Edward E. Smith

AT A SACRIFICE

Full equipment for small house.
650 leather uph. chairs
2 projectors.
12 large lobby frames.
1 large ticket booth.

Can be examined by appointment,
by—

Mr. I. Goldstein
691 Elizabeth Ave. Newark, N. J.

DAILY REVIEW

Reg. U. S. Pat. Off.—Formerly Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 138

New York, Saturday, December 15, 1928

FIVE CENTS

Words To Wylie

By

Arthur James

THE Reverend David G. Wylie, D.D., president of the Lord's Day Alliance, says: "I am against commercializing the day (Sunday) and what disturbs me is how to have a law universally applicable to all citizens. Why should men who want to sell shoes, hats, clothes and other articles be arrested and the men who sell amusements go free?"

THE manifest reason, Dr. Wylie, is that the men who sell amusements are essential to the recreation at low cost for the general public. The trolley cars and railroads run on Sunday, and properly, for the convenience of the public. Amusements are necessary, as is fully recognized by thoughtful people, to the well being of those who for six days in the week are on the treadmill of business.

THE Sunday motion pictures do not commercialize Sunday. They do not run morning shows in opposition to the pulpits of the country and the fact that they are able to receive money to pay the expenses and to pay the employees for their services is no reason why they should be classed as fully commercial.

EVEN the great charities have to have their expenses paid and the Sunday shows in many theatres of the United States are run more for the convenience of the public than for the profit of the owners.

DR. WYLIE wants a "law universally applicable to all citizens". Now why doesn't the good doctor and his organization recognize the fact that there already is a fundamental law of this republic which calls for life, liberty and the pursuit of happiness for every citizen?

TO mess into the people's amusements, to seek to restrain them from their harmless pleasures and recreations is to tie down the safety valve and invite an explosion. The good doctor is too excellent a man to permit his beliefs to warp his judgment of the rights of others.

LAWs don't make people over. Sometimes persuasion does. If the Sabbath Alliance would change the public's ideas of Sunday let it

(Continued on page 4)

RCA MERGES WITH VICTOR CO. PLAN 3-WAY TELEVISION SETS

FOX N. Y. CLOSINGS WAIT UNTIL JAN. 20

All Fox deals to take over the circuits of the independent exhibitors are scheduled to be closed within the next three weeks have been postponed until January 20th. Billy Brandt's Brooklyn houses

(Continued on page 4)

PHONOFILM SALES SET IN 4 TERRITORIES

Authorized distributors of DeForest Phonofilm theatre installations recently appointed by General Talking Pictures Corporation have already established their headquarters in four of the twelve zones into

(Continued on page 4)

Goetz Here Monday

Harry M. Goetz, comptroller at the Paramount studios in Hollywood arrives in New York Monday on his annual trip to the eastern headquarters to attend a series of business conferences.

Beware!

In face of absolute denials by Nicholas M. Schenck and William Fox, both men of the highest standing and veracity, that there was to be a sale of Loew-M-G-M to the Fox organization the rumor broke loose again yesterday in Wall Street, leading to the belief that they originated in and were a part of pool propaganda. Many times in the history of the street an outside group seeking to influence the stock, either up or down, has hired professional propagandists to keep the rumors going along the lines they desired. In some cases publications have been victimized for that purpose. The attention of the trade is called to this pernicious practice.

ORGAN COS. LOSE LABOR DECISION

Six organ companies yesterday lost an injunction appeal against seven labor unions in the U. S. Circuit Court before Judges Swan, Hand and Manton.

The companies, Aeolian, Wurlit-

(Continued on page 4)

Woodhull Returning, Chuckles At Mention of Allied States

France May Modify Contingent Law

By Sam Harris
"Today's Cinema"

PARIS—France expects to face trouble with America again on the contingent question. The trade has come to suitable agreements with the Germans, but America stands firmly in the way.

M. Delac, President of the Chambre Syndicale has stated that a period of difficulties and disagreements is ahead in regard to the U. S. A. It is highly probable that the trade will ask the Government to modify the contingent requirements.

R. F. (Pete) Woodhull, National president of the M.P.T.O.A. stepped off a train yesterday in the Pennsylvania Station after a tour which took him to Omaha, St. Louis, the Tri State Convention of Mississippi, Tennessee and Arkansas and his trip included visits to Oklahoma and North Carolina.

As Mr. Woodhull swept down the train platform it was noted that he was laughing and our special Pennsylvania Station correspondent stepped up to him and asked him why.

"I am sorry, but I can't let you in on the joke just yet, it wouldn't be nice for me to do it," Mr. Woodhull replied between chuckles. And then after inquiry about the progress of the Christmas shopping the Na-

(Continued on page 4)

Radio — Phonograph and Television All in One Cabinet Coming

NEW CO. FORMING

The deal for taking over the Victor Talking Machine Co. was closed yesterday by the Radio Corporation of America. The market on Radio went up 42 points immediately on receipt of the information by the Street.

It is not expected that the Victor Corporation will lose its identity but that the associations with these companies will resolve themselves into new companies being formed, in which the Radio Corporation will

(Continued on page 4)

WARNERS BUYING SIXTY THEATRES

Within a week or the next ten days, Warner Brothers expect to close negotiations for the purchase of some 60 theatres throughout Ohio, Maryland and Pennsylvania, located in 25 cities.

Major Albert Warner, in discussing the expansion move, expects to make public the names of the cities and theatres, as soon as the papers are signed. The new acquisitions will be operated under the general Warner-Vitaphone policy.

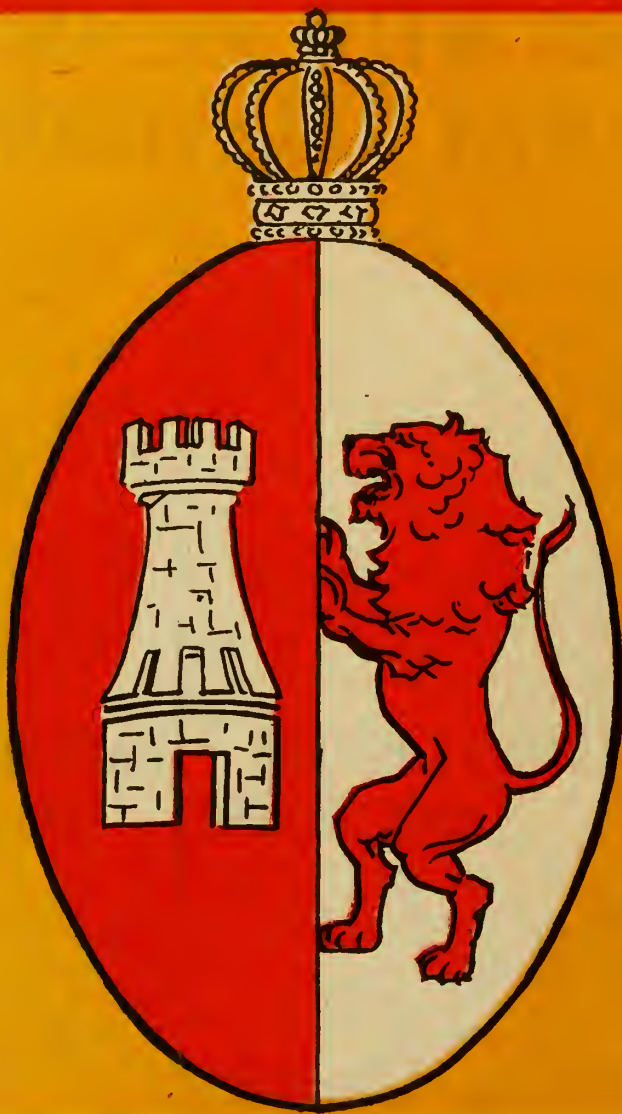
Adler For Talkies

Bert Adler has formed a new company called the Bertad Pictures with a capital of 200 shares of common stock, to produce and distribute a talking picture and Adler is now a member of the firm of Woody & Adler, distributors of roadshow pictures.

STANLEY PROFIT FOR 9 MOS. \$695,640

Net income of Stanley Co. of America for 13 weeks ended September 29, 1928, was \$202,982 after depreciation, federal taxes and minority interest in subsidiaries. For 39 weeks ended September 29 net income totaled \$695,640 after above deductions.

ANOTHER KING GIVES ROYAL APPROVAL TO FOX MOVIEZONE



Hear! hear!

Alfonso XIII

King of Actors

What a comedian!

What a regular fellow!

**Your audiences will love
to meet the King of Spain.**

**And after they've met him,
they'll feel they have a
new pal.**

**That's how the warm,
friendly personality of
King Alfonso registers in
Fox Movietone.**

**Like the royal recording of
King George of England,
this intimate talk to Am-
erica by His Majesty was
recorded exclusively for**

**F
MOVIETONEWS**

X Your Speaking Acquaintance with Kings

**This ticket - selling feature
to all theatres playing issues**

WILLIAM FOX
has the honor to present
A Voice From The Throne
HIS MAJESTY, ALFONSO XIII
KING of SPAIN



supplied at no extra cost
A, B or C **F**
MOVIE TONEWS
X

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MAIN STREET

by

GORDON TRENT

M. A. Kraus was elected to membership of the Motion Picture Club with his name sandwiched between Patrick J. Casey and John W. Maloney . . . Now what chance has that guy to start anything! . . . Pat Garyn observes that every gathering outside of business is referred to as "making whoopee" whether the said whoopee is made or not . . . Dr. Straton may soon put on whoopee sermons . . . Henry Henigson of Los Angeles is in what is often referred to as our midst . . . Charles Pettijohn who hasn't been so spruce lately because of a gastrical nursery that laid him good and flat, will leave today for a few days rest and recuperation before the big legislation program begins . . . Col. W. F. Clark of Toronto is due back in New York Monday . . . A short reel subject is a mid-gest with three drinks, says Charley Einfeldt . . . Glendon Allvine is a gripe victim . . . and speaking of which the ribald persons will soon be calling it "making gripe-pee" . . . Fannie Brice will warble "My Man" on the Warner Brothers Vitaphone Jubilee Hour next Monday night over WOR . . . That fair-haired youth Skeets Gallagher is marching on to bigger and better things, starting yesterday, when he left for California to play with Charles Rogers in that Paramount star's next picture . . . Charles Grapewin and Anna Chance, vaudevillians, are making a two-reel talkie for Universal out on the Coast . . . Film Arts Guild has obtained the American rights to a French film called "The Hunchback" by producer of "The Soul of France" which Paramount will release . . . Gaston Jacquet plays the hunchback and won't Lon Chaney be sore . . . Ad noted in the Cinema Star of India—"Wanted, experienced cinematographer at salary of \$50 per month to start—good prospects" . . . Any takers?

Snoopee Lynn Mayor Gives Wide World A Giggle, Approves "The Naked Truth"

O, and the Things They Call That Feller!

The film industry is having a grand giggle over Mayor Bauer, the big snoopee king of Lynn, Mass., who banned "Our Dancing Daughters" because it now comes to light that he saw and approved of "The Naked Truth". The excellent Burlington, Vermont, News says:

"The Naked Truth" was recently barred by Mayor Nichols from its showing in Boston, claiming that it was unfit for public exhibition. However, the film was then shown to Mayor Bauer, of Lynn, Mass., who greatly differed with the Boston mayor, and claimed that a film such as "The Naked Truth" would be of beneficial value to any community, and had granted permission to the management of the Auditorium in Lynn, to show the film where it ran for four weeks showing to tremendous crowds . . . It is said that this film is not hesitating in presenting the bare facts as they are. It has the support of the welfare organizations, women's clubs as well as the clergy in most of the large cities where it has recently been shown."

Snoopee

It appears that this snoopee Mayor Bauer is a good deal of an old fusspot. In a speech made by him at a meeting held under the auspices of the Reading, Mass., Board of Trade, and appearing in the Reading Chronicle of Nov. 23rd there appears a resume of the Mayor's talk:

"One day the Mayor visited some of Lynn's public schools and found that the teachers were smoking cigarettes after school hours."

"You can't teach in the public schools of Lynn and smoke cigarettes," he told them. "I have been called an old fashioned prune for this statement," he went on "but it didn't phase me. The standards of living are formed in the students while they are in school and it certainly isn't going to make good citizens of boys and girls if they see or know that their teacher is smoking cigarettes."

He is called variously, "The Big Prune of Lynn", the "Lounge Lizard of Virtue" and the wrong as against the right, Bauer.

Fox N. Y. Closings

Wait Until Jan. 20

(Continued from page 1)

were to be taken over today; Rachmil and Rinsler's Brooklyn Theatres, 9 in all, were to be taken over on December 20th; Joelson and Suchman's 14 theatres in Manhattan, Bronx and Brooklyn, were to be acquired on December 27th.

The Springer circuit of 9 theatres in Manhattan and Bronx, and Grob and Nobel's houses in Fordham and Long Island, were to be taken over on January 5th. The reason for this change of schedule was not revealed.

BERLIN LIKES FRED THOMSON AND NOVARRO

By Dr. R. OTTO

(Special Cable to Exhibitors Daily Review)

BERLIN—Fred Thomson in the Paramount picture, "Jesse James", directed by Lloyd Ingraham, had a splendid success here in the Ufa Pavilion, also Ramon Novarro delighted his admirers again in the Metro-Goldwyn production, "The Road to Romance."

On the other hand the French Albatros picture, "Le Groom de Chez Maxim" starring and directed by the comedian Nicolas Rimsky was decidedly turned down by the critics and the British and Foreign production, "Villa Falconieri" directed by Richard Oswald and distributed in Italy by Pittaluga, evoked a loud whistling at the end.

GLAUBER HANDLING REELTONE SALES

The Four - Square - Distributing Corporation has been formed by Arthur and Stanley Less, and Charles and Murray Weintraub for the purpose of distributing Reeltone in Connecticut and also in Tennessee, Arkansas, Oklahoma and Mississippi.

Jack H. Glauber has been retained as Sales Manager and this new organization has already begun an intensive campaign for educating the exhibitors in their territory as to the value of Reeltone.

Organ Cos. Lose

Labor Decision

(Continued from page 1)

zer, Moller, Estey, Skinner and Austin sought to restrain the unions from forcing them to employ union labor in the installation of organs, through sympathetic strikes.

The dissenting opinion by Judge Manton, clears the way for an appeal to the U. S. Supreme Court.

RCA Merges with Victor

Co.—Plan 3-Way Sets

(Continued from page 1)

have a stock interest, contributing in each case that which is necessary to the success of the merger interests, in return for stock.

The Victor company has been deriving a large share of its current revenue from the synchronization of motion pictures both in its Camden and Coast studios.

It is understood that the negotiations for Victor will take in the developments in television, in which both companies are interested and which means that eventually a joint cabinet including radio, talking machine and television, would be put on the market. By this merger, the greatest measure of economy in perfecting and marketing this ultimate of machines will be effected.

WORDS TO WYLIE

(Continued from page 1)

do it by persuasion and not by law, leaving it to the individual the right to choose. Any other course is slavish and un-American not to say very unwise.

Phonofilm Sales Set In 4 Territories

(Continued from page 1)

which the country has been divided.

E. S. Manheimer and George Mooser, who are the distributors for New York State and northern New Jersey, have established headquarters at 729 Seventh Avenue, New York City. They will also have a sales room in the executive offices of General Talking Pictures at 218 West 42nd Street. Within the next two weeks a branch office will be established in Buffalo or Albany.

P. Harrison, Jr., who was appointed authorized distributor for the southern states, has established sales forces in each of the branch offices of the Harcol Motion Pictures Industries, Inc., of which he is the head. Harcol's main office is at 610-612 Baronne Street, New Orleans, and there are six branches covering each of the exchange centres in the southern states.

Jesse C. Fishman, who is the authorized distributor for Ohio, Michigan, Kentucky, western Pennsylvania and West Virginia, has his headquarters in the Film Building, 21st and Payne Streets, Cleveland and has established branch offices in Pittsburg, Cincinnati, and Detroit.

Ben Amsterdam who was given the territory embraced by eastern Pennsylvania, southern New Jersey, Delaware, Maryland, Virginia and The District of Columbia, has established headquarters at 1329 Vine Street, Philadelphia.

Woodhull Chuckles at Mention of Allied States

(Continued from page 1)

tional President was asked about the Allied States Organization.

"Oh, that", he said, "I found very little talk about it on my trip. The topics under discussion at the various sessions were sound pictures, legislation, big overheads, combating censorship and other matters important to the nourishment of the box office."

"I see no reason for two national organizations, as I believe that the exhibitors should pass the public reviewing stand in solid procession. I don't think we need waste any time on it. Let's see what we can find out about interchangeability."

During the pedestrian interview Mr. Woodhull continued to smile and occasionally to chuckle, so it was the special correspondent's guess that the thing he was laughing at was the Allied States movement.

English Talkie Inventor Here To Launch Device

DAILY REVIEW

Reg. U. S. Pat. Off.—Formerly Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 139

New York, Monday, December 17, 1928

FIVE CENTS

There's Peskay For Instance

By

Arthur James

EDWARD PESKAY, who conducts the Rivoli Theatre in a suburb of St. Joseph, Mo., recently sent letters to the editors of the trade papers—all of them as far as we know—in which he presented himself in the role of martyr. He accused the Missouri Theatre—the Publix Cooper house—of having under control practically every picture from every company in the territory and of deliberately buying them with the single purpose of not permitting Peskay to re-enter the first run field.

IT IS unusual for suburban theatres located close to the big cities to come under first run class, but that is neither here nor there. The point is that Peskay charged the Missouri Theatre with setting up a monopoly. The facts are presented fully elsewhere in today's issue of this newspaper.

IN brief, there are three first run houses in St. Joseph, the Electric, Colonial and Missouri. These houses all along have taken precedence over the suburban house of Peskay. Each is independently owned and each house uses 104 pictures a year or a total of 312 pictures on the first run basis.

HOW Peskay figures out that there was any monopoly in that section is beyond the view of this writer.

SEVERAL of the papers in the field published Peskay's howl without investigation. This one didn't. A look into the situation developed the facts which are presented elsewhere. From where we sit it would look as though the martyr business in the suburbs of St. Joseph, Mo. is not likely to flourish heavily.

THE very excellent Morning Telegraph speaks of the events of ten years ago and observes that "Two Gentlemen, one Samuel Goldfish, the other S. L. Rothafel, were indulging in a transcontinental procession during which they were wine and dined legally by exhibitors and newspaper men".

WILL the Morning Telegraph oblige in some forthcoming issue what newspaper men were buying dinners and wine for these two gentlemen?

Peskay Charges Against Missouri Theatre Unfounded--Product Available

Grindell-Matthews Talking Co. Formed--Warners After Patents

German Government Taboo on Films

By Dr. R. OTTO

(Special Cable to Exhibitors Daily Review)

BERLIN—Members of the German Parliament do not look upon films with high esteem. From high authority in the Reichstag, I hear that government funds for the motion picture industry is out of the question; all parties, including the powerful Socialist Party, would fight any bill granting money for pictures.

U. A. EXPLOITATION STAFF DISBANDED

SEATTLE — The United Artists exploitation department from coast to coast has been done away with, effective last Saturday.

This includes Irving Waterstreet, working out of the Seattle office, who has completed a campaign for "The Awakening."

PINCUS MANAGING PUBLIX PORTLAND

PORTLAND—Charles M. Pincus, new Publix manager of the Portland Theatre has arrived from the South to take over the reins from Floyd Maxwell, who has been called back to the Broadway.

Pincus' first week was one of the

(Continued on page 4)

Only 37 F. Nationals

First National, it is understood, will schedule 37 productions for the coming season instead of the usual 50. It is unlikely that any outside pictures will be made for First National release this year. Jack Warner and Al Rockett will supervise all production.

Pioneer's Photo-Electric Cell, Sound-on-Film Method Sought

H. Grindell-Matthews, the famous English inventor of the death-ray, and one of the founders of the photo-electric cell for talking motion pictures, has arrived in the U. S. and has formed a new company, the Grindell-Matthews Speaking Film Corporation, with a \$25,000 capital. The Grindell-Matthews process is the sound-on-film method with a very fine sound track.

It is understood that Warner Brothers are greatly interested in the Grindell-Matthews patents and the report is current on film row that some understanding has already been reached. If this is so, it may not be surprising to see the Warners floating a sound-on-film program, if there should be a reversion of the disc method of recording among producers.

Hatrick Returns

E. B. Hatrick, in charge of the motion picture interests of William Randolph Hearst, returned Saturday from his quarterly trip to the coast.

60 FIRST RUNS BOOK PATHE'S "ANNAPOLIS"

The sound version of Pathe's "Annapolis," with a spirited musical score of famous navy and specially composed popular melodies of nautical theme, is reported going as strong as the silent edition. Already over sixty houses have lined up for current or early showing of the synchronized version.

Nichols—"U" Suit Up

Suit of Anne Nichols against Universal, for alleged piracy of "Abie's Irish Rose" for the film "The Cohens and the Kellys" is scheduled to be heard this week before Federal Judge Goddard.

Unplayed Contracts and Labor Troubles Cause of Rivoli Shut Down

FILMS OBTAINABLE

Edward Peskay, the proprietor of the Rivoli, a suburban theatre of St. Joseph, Mo., lately addressed a letter to the editors of exhibitor magazine, which examined under the light of fact, is clearly misleading. It may be that Mr. Peskay imagined that St. Joseph was so far distant from the editors of these exhibitor journals that he could talk fast and loose, and not be found out. If this was the case, he was laboring under a delusion. It may be, to, that Mr. Peskay desires to be considered a martyr. From all accounts, however, it seems that those who have had to dispose of pictures to him are the ones who are entitled to the crown of martyrdom.

One of the chief allegations in his yelp is to the following effect: "The Missouri Theatre, the Publix-Cooper house, has under contract for first run showing, practically every picture from every company in the territory, deliberately buying them with the one thought in view; of not permitting us to re-enter the first run field."

Mistaken Idea

In the first place, Mr. Peskay's Rivoli Theatre is a suburban theatre. The first run houses are not, as is well known to the trade, usually located in the suburbs of any city. As to the charge that the Missouri Theatre has under contract for first run showing, practically every picture from every company in the territory, this is either wilful falsification on Mr. Peskay's part, or else downright ignorance.

There are three first run houses in St. Joseph,—the Electric, Colonial, and Missouri. These houses have

(Continued on page 4)

AMPA TIE-UP WITH T.P.R.A. UNDER WAY

Two important developments in the closed meeting of the AMPA last week were the decision to establish its own headquarters and the proposal to affiliate with the Theatri-

(Continued on page 4)

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Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

MAIN STREET

by

GORDON TRENT

Aaron Singer has written a play on the subject of trade papers and it will be interesting to see who is to be cast as the heavy, who for the juvenile lead and who for the comedian — conscious or unconscious — It's all set—Joseph Hergesheimer is to go again to Hollywood where, two years ago, he cut a wide swath as a social lion, a lion amiable and with a wiggly front tooth. Joseph goes at the gilded beckoning of Samuel Goldwyn, who is one of the industry's best beckoners — Mike Lewis of Paramount once described as the handsomest man in that organization, is today so fit that somebody yesterday called him the Beau Brummel of statistics — Albert S. Howson of the famous old English family of actors, who story authorities for Warner Brothers, is still threatened with the tasks of Eastern production manager, whether he knows it or not. Already he has enough to do to keep his hair mussed — Louis E. Schneider, Division Manager of Publix Theatres holding responsibility as far south as San Antonio and west to Denver, enjoyed three whole nights in a regular bed during the recent meeting of District Managers at the home offices, his normal sleeping accommodations being on wheels — John Friedl, Publix District Manager for Texas, finding himself threatened with a well-earned Eastern assignment, spent one night in each of three Broadway hotels, and reported favorably to himself on all of them—no wheels, no rumbles, no roars except at the bell hops.

Believe It Odor Not!

Now that motion pictures are to be seen and heard, Terry Ramsaye, who creates those little screen novelty d'oeuvres for Pathe Review, is hoping somebody will perfect an ol factory device for the camera soon. He is in the midst of making a Pathe Review showing the evolution of perfume from flower to bottle and would like to be able to announce it as the first "smell picture".

7% Hedwig Dividend

The regular quarterly meeting of the directors of the Hedwig Motion Picture Laboratories, Inc., was held December 13 at the laboratory offices at Congress Avenue, Flushing, L. I. Dividends were declared on the Preferred stock of 7% and a small dividend on the common.

The company showed a good profit for the nine months of 1928 ending October 31st.

Pat Kearney Back With Paramount

Patrick Kearney, one of the most successful members of the younger group of American playwrights is now on the writing staff at the Paramount studio in Hollywood. Kearney is best known for his dramatization of Theodore Dreiser's "An American Tragedy" and also of "A Man's Man."

"LISTEN BABY" SECOND PATHE TALKIE FEATURE

"Listen Baby" will be the second all-talking Pathe feature to be produced after "The Missing Man". The story which was based on Elsie Janis and Gene Markey, will be a Paul Bern Production, supervised by William Counselman.

Eddie Quillan will have the lead, further sound tests for other parts being conducted by Edmund Goulding.

Thursday Openings

Beginning with December 20th all Paramount-Publix Roadshows will open in New Haven, Ct. with their initial performance on Thursday. Their former opening day was Friday.

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PICTURE REVIEWS

"Revenge"

United Artists
Directed by.....Edwin Carewe
Starring.....Dolores Del Rio
**SLOW P A C E D H E A V Y
D R A M A P I C T O R I A L L Y
B E A U T I F U L . W I L L A T -
T R A C T T H E C U S T O M E R S
O N T H E S T R E N G T H O F M I S S
D E L R I O ' S D R A W I N G P O W -
E R .**

Dolores Del Rio is Rascha, the bear tamers daughter who aches and writhes for a man to come along who will sweep her off her feet, one who will completely subdue her even as she has tamed the wild bears. He comes along in the person of Jorga, the bandit, who is out to revenge himself on Rascha's father, but he meets Rascha first and cuts off her hair, which is Gypsy for "shame". From then on it's just a question of time before Rascha realizes that she doesn't hate Jorga and gets her man for a neat fade-out.

Miss Del Rio goes thru hundreds of feet of bosom heaving and facial contortions and someone should teach her the art of restraint. Even gypsies have moments of calm. However, the gal is attractive and at least gives the picture life. The photography is very fine and there is a novel way of introducing the characters, done in technicolor, which is very good.

Exhibitors need not worry about this one, for the boys and gals will like it. It's just disappointing after the fine pictures Carewe and Miss Del Rio have made before.

"Veiled Lady"

Fox
Directed by.....Emmett Flynn
Featuring.....Paul Vincinti,
Lia Tora and Joseph Swickard.
**S O P H I S T I C A T E D D R A M A
I N T H E E U R O P E A N M A N -
N E R . T H E S T O R Y I S N O T H -
I N G N E W A N D T H E P R O -
D U C T I O N D R A G S V E R Y
O F T E N . T H E S I T U A T I O N S
R E C E I V E G O O D T R E A T -
M E N T T H O A N D T H E P U B -
L I C W I L L N O T B E D I S A P -
P O I N T E D .**

The plot gets itself all tangled up in the fact that the heroine has three sweethearts, almost making John Gilbert look like an amateur. However, there is a good climax that works out the situations satisfactorily and everybody's happy.

The tempo of the picture is slow and speed would have helped it considerably, but Emmett Flynn has done a good workmanlike job on it and deserves to have better and simpler working material. The picture serves to bring to the public faces that are quite unfamiliar, in the persons of Paul Vincinti and Lia Tora. They register well, altho their work lacks finesse. Kenneth Thompson and Lu Gosi give capable support.

Altogether this picture will go much better when it is distributed in foreign lands. It will do well enough in the big cities here but its success is doubtful in the neighborhood theatre.

"Show Folks"

Pathe
Directed by.....Paul Stein
Featuring.....Eddie Quillan,
Lina Basquette, Robert Arm-
strong, Bessie Barriscale.
**G O O D B E T F O R N E I G H -
B O R H O O D H O U S E S . F A S T ,
L I G H T C O M E D Y - D R A M A
W I T H T A L K I N G S E Q U E N C E
F O R C L I M A X . E N T E R T A I N -
I N G , E S P E C I A L L Y F O R
T H O S E W H O L I K E D A N C I N G
A N D S T A G E L I F E .**

A "hooper" sets out in search of a partner and meets up with Rita Carey, a clerk in a pet shop. He teaches her to dance with the result that she becomes better than teacher and consequently the star of the act. She meets Robert Owens a big time producer, who is anxious to secure her as his leading lady in his new show. Shortly after she breaks with Eddie and signs a contract with Owens. During a dress rehearsal she learns that Eddie's act is a flop. She rushes to the theatre to help him out, when Owens puts in an appearance, demanding an explanation for her actions. Rita explains that she loves Eddie and doesn't intend leaving him again. Owens makes the best of the situation and does the disappearing act, promising he will forget her contract.

The same old theme but handled very nicely. Eddie Quillan and Lina Basquette stand out from the rest of the cast, and the performance as a whole is sharp enough to provide good entertainment.

"Apaches of Paris"

UFA
Directed by.....Nikolai Malikoff
Featuring.....Nikolai Malikoff,
Jaques Catelain, Ruth Weyer.
**P O O R , D I S C O N N E C T E D
D R A M A O F T H E A P A C H E S
I N P A R I S . W H A T L I T T L E
H U M O R T H E R E I S , I S
H E A V I L Y H A N D L E D . P H O -
T O G R A P H Y I S T E R R I B L E
A N D T H E P R O D U C T I O N
H A S E V I D E N T L Y L O S T
M U C H I N T H E C U T T I N G
A N D E D I T I N G F O R A M E R I -
C A N C O N S U M P T I O N .**

The story concerns itself with the leader of an apache gang Henri, who falls in love with an American heiress. He steals her bracelet and then returns it to her leading her to believe that he is a hero. They go slumming one night and in a low dive, they meet Henri's gang. The gang steals the girl's bag which she has given to Henri for safe keeping and attempt to rob her house but her chauffeur has gotten there first and so the gang is foiled, Henri is vindicated of the suspicion of theft that has hung over him and the girl decides that she loves him.

The direction is amateurish and the acting is all decidedly ham. It cannot begin to compare with the average American program fare and it is obvious that the foreign conception of Americans is equally as funny as our idea of European people.

"Adoration"

First National
Directed by.....Frank Lloyd
Featuring.....Billie Dove,
Antonio Moreno, Nicholas Sous-
sain, Emile Chautard.
**A T T R A C T I V E L Y P R O D U C -
T I D , W E L L A C T E D D R A M A
O F F A I T H F U L L O V E
A G A I N S T A B A C K G R O U N D
O F R E V O L U T I O N A R Y
S C E N E S I N R U S S I A . O R -
C H E S T R A L S Y N C H R O N I Z A -
T I O N A N O T E O F T R U E S E N -
T I M E N T T H R U O U T .**

Mobs in the streets of Petrograd are gathering to initiate the revolution. Prince Orloff, about to leave for the war front, is driven to sudden jealousy by the attentions to his wife of Vladimir, and aristocratic voluptuary. As he leaves, he believes he sees his bride entering the house of Vladimir—though it is the figure of Elena's maid wearing her mistress's coat. Later, Vladimir, lives luxuriously in Paris with Elena's maid among his favorites, while the Prince and Princess are exiled there in poverty. He carries a revolver with three cartridges—one for the Princess, one for Vladimir and the last for himself. The prince is a dissipated drudge in a Paris-Russian cafe. There, as a waitress, Elena meets him. She realizes that nothing but proof of her innocence will cause the Prince to be reconciled. She goes to Vladimir's house for it. The Prince follows, and is about to use the three cartridges when the former maid appears and clears Elena of all suspicion.

Billie Dove fits into her sentimental role excellently. The production throughout should please the average audience anywhere.

"The Yellow Ticket"

Amkino Presentation
Featuring.....Anna Sten
and I. I. Koval Samborski.
Directed by.....F. Ozep
**A N U N E X C I T I N G R U S S I A N
P I C T U R I Z A T I O N O F P O V E R -
T Y . S L O W M O V I N G T H R U -
O U T W I T H A S E R I E S O F
D I S C O N N E C T E D S E Q U E N -
C E S A N D P O O R A C T I N G .**

Peter and his family live on a farm. They work hard but are not rewarded for their efforts because the land is bad. They have no money with which to pay the rent so Maria accepts employment as a nurse for the landlord's grandchild. She doesn't send any money and Peter is forced to give up the home. He comes to the city to see her and learns from the doorman that she had an affair with the master. Utterly disappointed and dejected he returns to the village. Maria quits shortly after and becomes innocently involved in the arrest of a crowd of street women thereby acquiring what is known as the yellow ticket. This prevents her from finding employment and she begins to frequent these women's haunts. Until one night she meets a friend of her husbands who informs her that Peter had been crippled in an explosion. She rushes back to him and all is forgiven.

Mr. Ozep dwells too long upon details of unimportance. Many feet of film unwind itself, revealing so many scenes of trees and flowers that one might think a lesson in Botany was the directors object. However it will attract people who like pictures.

"Three Week Ends"

Paramount
Directed by.....Clarence Badger
Starring.....Clara Bow
with Neil Hamilton, Harrison Ford.
**T H E U S U A L " I T " S T U F F
O N L Y M O R E S O . A B I T
T I R E S O M E A F T E R M I S S
B O W ' S O T H E R P I C T U R E S
B U T I T H A S A L L T H E I N -
G R E D I E N T S S O T H A T H E R
P O P U L A R I T Y S H O U L D N O T
S U F F E R .**

THE USUAL "IT" STUFF ONLY MORE SO. A BIT TIRESOME AFTER MISS BOW'S OTHER PICTURES BUT IT HAS ALL THE INGREDIENTS SO THAT HER POPULARITY SHOULD NOT SUFFER.

In order to vary her situations Madame Glyn has Miss Bow impersonate a night club dancer in this one who is of course, of poor but honest parents. Gladys, (Miss Bow,) aspires to riches and ease but naturally when she discovers that the man she has promised to marry is a struggling insurance agent, she decides that it must be love and sets about to make it possible for him to sell a million dollar policy to the wealthy Mr. Turner.

Thin stuff at best, this entirely original plot, but in it the red-headed Bow, looking for all the world like a blonde, is permitted to go fully clothed in only about a dozen scenes, which makes the plot ticken. The one bright spot in a garish picture is Harrison Ford's work as the rich Mr. Turner. He has kidded his part beautifully. Neil Hamilton is so loggone hero that it's as easy as saying. Clarence Badger directed the picture but just why Joe Glutz (al) didn't have done it is a mystery. No reflections on Mr. Badger but this kind of story tells itself. However, it will undoubtedly aid the box-offices of the

"Geraldine"

Pathe
Directed by.....Melville Brown
Featuring.....Marion Nixon
and Eddie Quillan.
**F A I R C O M E D Y D R A M A .
H A S N ' T G O T M U C H P E P
A N D T H E P R O D U C T I O N
L O O K S C H E A P B U T I T
S H O U L D D O G O O D B U S I -
N E S S I N T H E S M A L L T O W N S .
I D E A I S O L D B U T I T I S O N E
T H A T W I L L A L W A Y S R E -
T A I N I T S A P P E A L .**

FAIR COMEDY DRAMA. HASN'T GOT MUCH PEP AND THE PRODUCTION LOOKS CHEAP BUT IT SHOULD DO GOOD BUSINESS IN THE SMALL TOWNS. IDEA IS OLD BUT IT IS ONE THAT WILL ALWAYS RETAIN ITS APPEAL.

Marion Nixon as Geraldine, plays the part of a rich ugly duckling who is in love with a gay, no-account lawyer. Eddie Quillan is Eddie Abel, the boy who gets a job from Geraldine's father on the strength of his guarantee to change Geraldine into an irresistible beauty. Of course that part is easy and when all is said and done, including a cafe raid, Geraldine discovers that it is Eddie whom she loves and who is worthy of that distinction and so the audience presumes that they live happily ever after.

The director missed a flock of chances for some good comedy gags in this one. Altho the theme is anything but original, there is always room for new angles on the methods used in making a plain unattractive girl into a snappy modern number. Marion Nixon and Eddie Quillan are pleasing but it is Albert Gran as the fond father that walks away with the picture.

This will never go with sophisticated audiences but there are still plenty of people who like to see the plain, virtuous girl learn to burn 'em up while retaining all her in-

2 M-G-M Dialogue-Sound Features Done

Thalberg Lines Up All Features for Talkie—Music Synchronization

Swinging into capacity production on talking and sound pictures less than six months from time construction was first begun on the big new stages, is the record established by the Metro-Goldwyn-Mayer studios.

At the present time, two features completely synchronized with dialogue and sound effects are finished and more than a dozen West coast short subjects are on the market in addition to the large number of Movietone subjects completed in the East.

According to announcement by Irving G. Thalberg, dialogue or natural sound synchronization will be incorporated into virtually every feature film turned out at the Culver City plant, and a number of 100 per cent talking pictures are slated for immediate filming.

The first of the 100 per cent talkies to reach the public under M-G-M release will be "Broadway Melody," a spectacular screen musical extravaganza of back stage life. In it will be the first original musical comedy score to make its debut via films. Harry Beaumont, who made "Our Dancing Daughters" is responsible for the megaphoning and the featured players are Bessie Love, Anita Page and Charles King.

Henabery With Columbia

Joseph Henabery is the latest director of prominence to be added by Columbia to the directorial lineup the company is assembling to handle its "talkie" and silent productions. He joins such well-known megaphone handlers as Frank R. Capra, Erle C. Kenton, Phil Rosen, Christy Cabanne, Renaud Hoffman and Scott Dunlap.

Pincus Managing Publix Portland

(Continued from page 1)

biggest since it opened. The Portland under the Publix regime may show a different speed from this time on, as Pincus intends to remove the "chain operation" idea from this house, instituting instead a locally managed machine, with all responsibility on himself.

AMPA Tie-up With T.P.R.A. Under Way

(Continued from page 1)

cal Press Representatives of America. Paul Benjamin, Business Manager of AMPA is working out the clubroom idea while President Harvey appointed a committee of 4 to meet with the T.P.R. of A. Committee.

Nine new members were elected to AMPA last week. They were Melville A. Phillips, artist; Fred Eichorn, Universal; M. L. Simmons, Gotham-Bristolphone; Hank Linet, Associated Publications; C. J. Geigerich, Powers Cinephone; Al Steen, Associated Publications; Gavin C. Hawn; Hy Daab, FBO and M. J. Kandel, General Film Library.

STUDIO GOSSIP

Marian Davies will be starred in M-G-M's talkie version of Florenz Ziegfeld's musical success "Rosalie."

George O'Brien's next picture will be a dramatization of Ben Ames William's story, "Son of Anak."

Betty Boyd has the feminine lead opposite Monty Collins in "Social Prestige."

Arthur Stone and Marjorie Beebe have been added to the cast of "New Year's Eve," Mary Astor's next for Fox.

Warings Pennsylvanians will be seen and heard in the new FBO talkie, "Stepping High."

George Fitzmaurice has started actual shooting on Billie Dove's new picture, "The Man and the Moment."

Peskay Charges Against Theatre Unfounded

(Continued from page 1)

all along taken precedence over the Rivoli. Each has all along been an independently owned house, and each one of these houses has been using two pictures a week — first runs,—so that each house is using 104 pictures each year, or a total of 312 pictures a year.

If Mr. Peskay was correct in his statement that the Missouri had secured practically every picture from every company in the territory, the Electrical and Colonial could not have been kept open. When the Missouri Theatre opened in 1926, all of the Paramount product was split with the Electric, a competitive house. The Missouri bought the major part of the Metro-Goldwyn-Mayer product. The Electric has all of the First National product; the Missouri none of it. The Colonial has United Artists, Universal, Pathe, Fox, and other companies.

All Product Divided

This has been the lay of matters in St. Joseph up to the current season. At the present writing the products of the various companies are divided between these downtown, first run houses, in St. Joseph. The Colonial lately closed, preparing for sound installation.

It has been seen that these downtown theatres in St. Joseph have been using over 300 first run pictures in a year, and every one of these pictures is available to Mr. Peskay after the usual time limit.

Hard Customer

This, too, is not the first time that Mr. Peskay has closed his theatre. And when he states that he is unable to secure even second run pictures, the only answer to the same can be that the film salesmen and distributors have found him a hard person to deal with.

While Mr. Peskay claims that he is unable to keep his house open because the Missouri gets all the pictures, it is reported from St. Joseph that the reason given by him for his home town, for closing his theatre was because of labor troubles.

Peskay's final blast is to this

MORRIS SETS NATIONAL DATES ON 4 PICTURES

Warner Bros. will get away to a conspicuous start in 1929 with four big pictures released nationally both in Vitaphone and silent versions during the month of January, according to official announcement yesterday from Sam E. Morris, General Manager of Distribution.

Al Jolson in "The Singing Fool" is named by Mr. Morris for January first. This will be followed on the fifth by Audrey Ferris in "The Little Wildcat" directed by Ray Enright.

On January twelfth Fannie Brice's first motion picture, "My Man" directed by Archie Mayo is set for showings in wired and unwired houses throughout the country. The fourth feature of the January group is Monte Blue's starring special, "Conquest" made by Roy Del Ruth.

effect:

"We cannot obtain first run films, and we cannot obtain second run films."

It has already been shown how the first run pictures have been contracted for. As to Mr. Peskay being unable to secure any second run film, we turn to a paragraph earlier in his letter, to wit:

"On the basis of three changes a week or even two changes a week, you will instantly see, that we are overbought right now on the basis of playing all of the product released in one year during one year period from the Film Companies whose product we now have under contract."

As to the above, it is known that Mr. Peskay is under contract with Pathe for fifteen sound pictures, to be delivered during the year. He had a contract with Warner Brothers for a sound picture, December 8th to 9th, with two more coming in January. These were cancelled because of the closing of his theatre.

Plenty of Bookings

He is under contract for second run pictures with Paramount. He had a silent picture booked for last week, and three sound pictures for the three following weeks. In point of fact, Mr. Peskay was booked for each week up to the first of the year. All of these pictures were cancelled because of the closing of the theatre. First National had various sound pictures available, and many silent pictures to offer, but could not dispose of them to him. There are available to Mr. Peskay at least sixteen Universal Pictures.

FBO has eight sound pictures, and thirty other available, which he could secure. He has six pictures under contract with Fox, which he has not played. Also, he refused to contract with Fox for various other second-run pictures. He is under contract with Metro-Goldwyn-Mayer for second-run pictures in his theatre also. This firm has various pictures available at the present time, and was unable to secure dates from Mr. Peskay for the same. And he says he can't get any pictures!

Is Mr. Peskay trying to work the old army game?

GOSSIP OF LONDON

By LIONEL BURTON

(Special to Exhibitors Daily Review)

Some of the old settlers in Film-land are predicting "terrible headaches" for the coming year. These prophets are, of course, the preternaturally wise ones whose financial interest in the movies continues to be wholly "eye-minded." One of them is even charged with attending a performance of "The Home Towners" with cotton in his ears.

Speaking of this triumphant George M. Cohan talkie the pens of London reviewers are hardly less laudatory than those of their New York confreres. A writer in the Bioscope refers to the dialogue as "continuously and consistently brilliant, both in story-telling value and in wit. The film becomes something the like of which never before has been shown in this country." The same writer, as though by way of rebuking those who croak dismally about breakers ahead for talkie producers who run wild with their money in their hands, elaborates thus: "Are we wearied at all by the Yankee drawl of the actors? Well, it does obtrude upon our sense; but this is a story of Yankee life, and Yankees speak American. So we forgive these characters, just as we forgive the American after dinner speaker so often inflicted on us in real life."

Comment on the foregoing by a well known American movie actor: "Than awfully for forgiving the 'Yankee drawl', old top. You reconcile us in advance to yards of 'Eh whats' and 'Quite all rights' naturally to be looked for in the forthcoming British talkie that is to match the success of 'The Home Towners.'"

The report, first printed several weeks ago, that John Barrymore is nibbling at overtures from Adelqui Millar of Whitehall films, dies hard. In fact it has just been galvanized into fresh vigor by the published statement that a forthcoming British production to be directed by Fred Leroy Granville will, in all probability, present Barrymore as its hero. Nothing, however, is said about the new Mrs. John Barrymore, who was—and still is with multitudes of adoring "fans"—Dolores Costello; nor of the statement current in New York theatre circles that nothing, not even the screen, henceforth shall come between them. (Signed) John and Dolores.

Apropos of the secret of determination of all young British movie actresses, sooner or later, to reveal their possession of the valuable asset accorded to Clara Bow by Elinor Glyn and called "It", and consequent generous displays of the feminine form divine, the husband of one of the ambitious ones is the hero of the following incident: She sent him to a certain fashionable shop for a dozen pairs of stockings. What shade?" inquired the attendant. "Eh?" said the absent-minded spouse; and then — "Oh nude; to match my wife."

Educational and Tiffany-Stahl to Combine

DAILY REVIEW

Reg. U. S. Pat. Off.—Formerly Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 140

New York, Tuesday, December 18, 1928

FIVE CENTS

Aha! The Kibitzer!

By

Culture James

THE persistence of the rumor in Wall Street circles that William Fox was buying Loew and M-G-M has caused considerable surprise in view of the definite denials of both Mr. Fox and Nicholas M. Schenck. We learned yesterday that a man of considerable money who has had some tempestuous experiences in the pictures and who came on from the coast, is responsible in large measure for the rumor because of his assaying the role of kibitzer.

THIS kibitzer, or buttinsky for profit is reported to have gone to the Fox organization and to have asked if they would like to buy Loew and M-G-M. He was advised that he was talking through his hat but he persisted that what he suggested was feasible.

HE THEN went to M-G-M but not to the heads and had some conversation, pointing out that several million dollars could be made neatly and happily if such a purchase were effected. Then he is reported to have gone downtown and to have made suggestions to stock brokers which resulted in the forming of a pool to deal with the issues of the two companies.

THIS man had no authority whatever to speak for either of the big companies mentioned but was apparently hoping to place himself in a position, if by some remote chance a deal was at the present time or in the future brought to pass, to cut in on the commissions.

THIS is not the first time that the kibitzer has figured in mergers and purchases in the picture business and possibly it won't be the last but it would be interesting if it were revealed whether or not this person was one of the high authorities on which Film Daily stubbed its toe, making out that the estimable Mr. Schenck was not to be believed and that the admirable Mr. Fox was not to be relied upon, when unidentified informants spoke to the contrary.

THIS newspaper prefers to accept the word of the leaders of the motion picture industry as against the leaders of the kibitzer industry and it holds that all right thinking men (which by the way constitutes an overwhelming majority of our industry) will be similarly minded.

R C A SEEKS BIG THEATRE CHAIN PROPOSITION 180 N.Y. "INDIES"

32 FILM BOARDS EXAMINED BY GOV'T

Federal Trade Investigation Completed—New Suit Filed

The Federal Government has practically completed its investigation of the 32 Film Boards of Trade, having had men going through the books of the various film boards throughout the country since last Spring. Cincinnati was the last key center investigated.

This can be taken to mean that the Commission will within a short time either be prepared to come into court with their findings, or face the possibility of their auto-

(Continued on Page 2)

SIMULTANEOUS SOUND PROD. FOR P-F-L ASTORIA

The Astoria studios of Paramount have about completed the installation of their second Western Electric recording unit. When this is completed it will provide for the simultaneous shooting of two talking pictures in this studio.

The first two to start on this new arrangement will be the Richard Dix picture "Nothing but the Truth" and the production of "Gentlemen of the Press" which will be directed by Millard Webb.

Tiffany-Stahl, Educational to Merge Stahl, Hoffman and Smith Resign

Would You Sell?

Loew's Incorporated, for the year ending August 31st, 1928, earned more than \$2,000,000 net profit over the corresponding period of 1927. The figures are \$8,568,162 for 1928 and \$6,737,205 for 1927.

EINFELD APPOINTED F.N. ADV.-PUB. HEAD

division of the industry. He under Herman Starr, president of First National Pictures, Inc., announces the appointment of S. Charles Einfeld as director of advertising and publicity for that company. Mr. Einfeld has already assumed the duties of his new office.

In length of service with the company he is one of its oldest employees, having joined the organization about nine years ago. During that time he has served in practically all capacities in the advertising and publicity department.

Mr. Einfeld is one of the best equipped men in the advertising

(Continued on Page 2)

MOVIE INDUSTRY ON SOUNDER BASIS

WASHINGTON—The motion picture industry is on a much sounder basis financially than ever before, and economy in production of pictures is being practiced increasingly, C. J. North, chief of the motion picture division of the Department of Commerce, has informed the Wall Street Journal. The future of the industry is seen as somewhat speculative at present, due to the sound films, although houses now showing sound films are reaping a harvest

(Continued on Page 2)

Fox Options Gain Further Extension but Radio's Offer Being Considered

Radio is after theatres—and this being the case, Radio will probably get theatres.

Having completed their deal for the Victor Talking Machine company, together with everything arranged but the actual signing of at least two other big deals of the importance of the Victor merger and having their production forces so geared for a good healthy start, this powerful organization is going after theatres on a big scale.

After N. Y. Indies

It is known that several members of the independent group of theatre owners who have optioned their houses to William Fox, have had several talks with executive members of Radio and were told that this organization was interested in the 180 or more houses Fox had optioned and twice postponed

(Continued on page 2)

F. NAT. EXCHANGE PERSONNEL CUT

Warner Brothers completed the cleaning up process in the various First National exchange centers last Saturday in their campaign of co-ordination and efficiency.

Numerous office employees in each of the exchanges were given notice and in Jules Levy's New York branch, 8 or 9 employees were let out, much to everyone's surprise. No further changes in exchange personnel and sales force are contemplated.

Front Page Stuff!

Lee Marcus advises that the snoopee mayor of Lynn Massachusetts, did not ban the FBO picture "Hit of the Show" as averred on Lynn information received. We believe it must have been two other pictures and we are glad to proclaim the entire usability of the "Hit of the Show".

Also we put down the two advertisements to the account of good will.

Ye Ed.

(Continued on Page 2)

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London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour Street, London W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

MAIN STREET

by

GORDON TRENT

John McCormick has influenza and pleurisy as if either one wasn't enough—Mike Simmons is back on the job but he should go slow as getting out of a sick bed too soon is not so hot — Joseph Brandt is still in the prime of life—Al Jolson is writing a Mammy book and I double dare him to call it Pappy—Local grundys were saying yesterday that Luther Reed got a tough break when for alimony and child support he was stuck for 450 of those dollars per week and at the same time became a free lance — And among the others more litigated against than litigating is Francis X. Bushman, a decent man who has for years paid a heavy price for his chivalry — Pat Powers is out again after making grippie but the little old cold lingers on — Uncle Carl Laemmle came to New York for the holidays but New York isn't boasting of the weather offered thus far — Harry Reichenbach sent out keys of mystery to intrigue exhibitor interest in a picture and Piffle Pete not only spelled his name wrong but threatens to tell exhibitors not to book the picture. Piffle Pete thought that wives might get suspicious and that therefore Harry was the lowest form of animal life. If I were Pete (which denk Gott I aren't) I would beware of the sock for if ever a man deserved a smesh in the kisser he does and Harry has been known to settle arguments that way—and how!—Mr. and Mrs. Melville A. Shauer and their son, Kenneth, arrived in New York Sunday from France for a 7-week visit to the Paramount home-office. Mel is Special Foreign Representative for his company—F. J. Smith, Liberty flicker 'critic' takes a horrendous slam at Pola Negri's "Woman from Moscow" and advises readers of the magazine to "stay away from the box-office — Negri's last picture for Paramount happens to be one of the best she has made! So there!

THE HOUSE THAT SHADOWS BUILT

Will Irwin's description of Adolph Zukor, pioneer, visionary, practical dreamer and unemblazoned doer of deeds in a fascinating industry, brings home for the first time to many of us who thought we understood the racket and understood Zukor, the exact pattern of a crossword puzzle in which he, the films and Paramount Famous-Lasky Corporation are the revealing keys.

Even those of us who had seen active service on the Paramount front, and had been close to the man, the leader and the father, it is now evident could never have had a very clear idea of what it all meant. We knew we were giving our best to a great organization and to inspiring leaders; we knew that we were making the finest pictures and selling them to more theatres than anyone else; we knew we would always be, and had faith enough in Adolph Zukor, to keep us one step ahead of the pack.

But did we know the real, the taciturn, the indomitable spirit of the man? Did we know how humble his beginning really was—how the motion picture leaped into his ken and blazed a path from which he has yet to deviate? Did we really think we knew how organized and worth-while productions had come about—how distribution on the scale is now functions had evolved — how the pictures were nursed along and kept getting better one by one—how the out-of-the-way theatre owner was often financially helped along and encouraged to put on the best show possible?

We did not — not until this invaluable chronicle, which draws reference to the magnificent Paramount Theatre Building in Times Square, the cross-roads of the world monument to the industry, the company and to Zukor, came into being to register indelibly the vivid account.

Irwin deals with Zukor's struggles as an immigrant, his early business troubles and progress; the Penny Arcade Era; his relations with William A. Brady, with Marcus Loew, with Frank Meyer, Elek J. Ludvigh, with Morris Kohn, with Al Kaufman and other prominent figures some of us know right well.

The narrative further deals with Zukor's courage in launching the Famous Players; his negotiations with Belasco; Daniel Frohman; Mary Pickford; Doug Fairbanks; Hiram Abrams; Al Lichtman; Jesse L. Lasky; Samuel Goldwyn and others who today are luminaries on the film horizon. An entrancing story for those in the business; and of general interest to others outside it.

A.B.

Tiffany-Stahl and Educational to Merge

(Continued from page 1)

that such a merger was being discussed and it seems now that everything is all set for the combination.

Educational will come in full charge of Tiffany-Stahl production and distribution. They will also take over the big West Coast studios of T-F.

Live Turkeys— Good Bait—

Exhibitors having houses in the neighborhood sections of Greater New York have run across a sure fire business builder. They give away live poultry, chickens, ducks and turkeys at each performance to holders of the lucky numbers.

Einfeld Appointed F. N. Adv.-Pub. Head

(Continued from page 1)

stands show psychology, writes clean convincing show copy and some of his creations are models of selling effectiveness. This newspaper felicitates Mr. Einfeld and congratulates Mr. Herman Starr on the appointment.

32 Film Boards Examined by Gov't.

(Continued from page 1)

matically dropping the charges brought against the alleged methods of film arbitration boards.

The Government has not met with notable success thus far in attempting to prove the numerous dark deeds attributed to "film trusts" and farther continues the filing of new charges from time to time, clothed in new language but merely repeating the same formulas upon which they some day hope to achieve a slight measure of victory. As is usual in such circumstances, it only takes one conclusive decision to effect a precedent for all the other actions, and by this they will either stand or fall.

Another action, such as the one which was filed by the Department of Justice in Washington, Saturday, asking injunctions against certain alleged practices of nearly all the companies in Chicago and the Middle West, is probably nothing more than another gesture.

The latest complaint again sets forth the fact the defendants named, among whom are the Balaban & Katz Corp.; Paramount Famous-Lasky, Publix Theatres, Universal, Fox, Pathe, United Artists, ad infinitum, own the best theatres, distribute the best pictures and discriminate against independent theatre operators in favor of the defendant exhibitors.

RCA Seeks Big Theatre Chain Proposition

(Continued from page 1)

final closing. The deal for these houses were supposed to be set for closing, starting December 1st. Fox asked for postponement until Dec. 15th. Last week he asked for a further set back until January 15th.

Last Postponement

If for some reason or other Fox is not ready to definitely close for these houses January 15th, it seems a cinch that many members of this group will bow out of the Fox picture and go over to Radio or some other organization.

Movie Industry On Sounder Basis

(Continued from page 1)

of profits.

More Financiers

Inclusion of financial men on the boards of directors of the film corporations, together with the introduction of banking capital into the industry, is seen as a greatly stabilizing influence. Time and cost of production are being budgeted very closely at present, Mr. North says, and the director whose expenditures are higher than estimated is called to a close accounting.

No Production Waste

Efficiency of the studios in their production is a feature of interest in Hollywood. Contrary to popular belief there is little waste in time or money, and one is reminded of industrial production.

The sound films are a great perplexity in the industry with almost everyone doubtful of their future. Present public interest and curiosity in the "talkies" have brought huge profits to exhibitors prepared to show them thus far, however. In some cases profits have increased as much as 33%. The spectacular rise in Warner Bros. stock is attributed in part to the fact that this company was the first prepared with sound films for release.

MORE MEN HAVE BEEN SCALPED

by the intensity of our modern life than ever were made hairless by the Indian Tomahawks.

But the billiard ball dome is not hopeless now that modern science has found the way to grow hair!

Not every bald head can be helped but nine out of ten can. You can know whether yours can be helped or not before you start!

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*Too busy to come
To New York?
Read the above wire and be
CONVINCED!*

FLAHERTY HAS NARROW ESCAPE ON LOCATION AT ALBERQUERQUE

"Nanook" and "Moana"
Producer in Auto
Accident in N. M.
MAKING FOX EPIC

Robert J. Flaherty, noted producer of films of primitive life, has had a narrow escape from death while motoring, according to word just received at the Fox Film headquarters in New York. Flaherty, who has lately been in New Mexico starting a picture of authentic Indian existence along the lines of "Nanook of the North" and "Moana of the South Seas," was riding in a car with Gerald K. Rudolph, his assistant, and Mayor Clyde Tingley of Albuquerque when the accident occurred on a mountain near that town.

While rounding a corner near the top of the Sandia range, at an elevation of 10,000 feet, their automobile turned over, due to the snowy road. It dropped into a ravine at the edge of the road. Miraculously, none of the party was injured when they brought up in a snow bank, and they were able to get out.

A period of hardship and hard work followed. The trio set about righting the capsized automobile. The snow was deep, about two feet in the road and up to their necks at the sides, and all the men were dressed in light summer clothes and wore low shoes. For four hours during the day they worked to get the automobile out, rather than seek help at the nearest home, which was ten miles down the snowclad mountain.

Finally they righted the car but were unable to get it out of the drifts, and decided to give up, ploughing their way toward assistance. About \$5,000 worth of cameras were left unguarded in the car while they went shivering on their way. From the nearest residence they managed to reach Albuquerque in another car and took to their beds, exhausted and chilled. Next day a wrecking crew recovered the abandoned car and cameras.

Clive Brook Leaves

Clive Brook, one of the principals in the Paramount all talking picture, "Interference" at the Criterion Theatre, left for Hollywood yesterday.

Upon his return to the studio, Brook will begin work on the talking sequences of the Schoedsack-Cooper adventure film, "The Four Feathers", which will be the most important picture offering of Paramount since "Wings".

Josephson at Warners

J. L. Warner announced this week that Julian Josephson has been put under a long term contract and has received as his initial duty the preparation of the scenario for Al Jolson's next Vitaphone special, "Mammy".

STUDIO GOSSIP

Lila Lee has been given a part in Sophie Tucker's Picture, "Honky Tonk," which Warner Brothers are making.

Florence Eldredge, famous stage actress, is about to make a talkie with Edward Everett Horton for Educational.

Lily Damita has agreed to learn to speak perfect English in six months, according to her new contract.

Lloyd Bacon will direct "Honky Tonk" for Warner Brothers. Production will start right after the holidays.

Neal Burns will again direct Jack Duffy in his next Christie comedy.

Russell Simpson, George Fawcett and Black Craig have been assigned parts in Paramount's "Innocents of Paris."

Ruth Taylor, Jack Luden and Jack Oakie will be in the supporting cast of Clara Bow's picture "The Wild Party."

Alma Bennett, while working in Tiffany-Stahl's picture, "Reputation" received word of the death of her husband.

Walter Pidgeon will have the lead opposite Eve Southern in "The Miracle."

Buster Keaton will wear a full set of whiskers in his new picture, "Spite Marriage."

Adam Hull Shirk has been signed as director of studio publicity activities for Columbia pictures.

Harry Sweet has been signed on a long term contract by Fox on the strength of a picture he made which cost \$185.

Max Reinhardt sails for New York tomorrow on the "New York" to make a picture starring Lillian Gish.

Collette D'Arville, French prima donna, is making an M-G-M short talking subject this week.

Colleen Moore will make as her next starring picture, "When Irish Eyes Are Smiling."

Ramon Novarro and "The Pagan" company have left Tahiti and will arrive in San Francisco two days before Christmas.

Casey Robinson will direct "Lisbon Baby" for Pathe. He formerly wrote titles and supervised for Sam Sax.

Lewis Milestone will direct "Front Page" for Caddo. It will be an all talkie.

Sidney Lenfield is doing the story of "Big Time" which Howard Hawks will direct for Fox.

Things We Do Not Believe

Edmund Breese, who enacted a prominent role in "Port of Dreams" for "U", was told that his work in the production was concluded a couple of weeks ago, whereupon the actor rushed to the nearest barber shop and had his silver locks, which he had permitted to grow long for the picture, shorn. The next day the studio discovered that it was essential to make retakes of certain important scenes. When Breese informed the Universal officials that he had indulged in a haircut the previous day he was advised to refrain from visiting a tontorial parlor for two weeks and then to report to the studios for the additional work. Naturally, Breese's salary was continued during the period he was marking time.

Editors Note: Ed Breese has been wearing a toupe for the past ten years.

No Richman Picture

It seems that instead of postponing the production of the Harry Richman picture "Say It With Music" it has been called off altogether. This due to the fact that the Richman voice tests did not measure up to expectations, (that is for the amount Richman valued it at) and no one seemed to be able to turn out a story that Johnnie Considine would O. K. even the one he wrote himself. So at an initial cost of around \$100,000, the whole thing is to be thrown in the scrap basket.

Sol Lesser Returns

Sol Lesser, president and general manager of Lesser-Warner Productions, is in New York for a short stay preparatory to an extensive production program of pictures to be made in the Lesser Warner studios in the San Fernando section of Hollywood. The pictures will be all-talkies and are to be recorded via Sonora-Bristolphone.

Quinn Martin Sails

Quinn Martin, motion picture editor of the New York morning World, is sailing December 28th, for a tour of Europe accompanied by Mrs. Martin and will not return to his desk at the World until February 15th.

Luckett Appointed

First National Pictures has appointed Joseph E. Luckett as manager of the company's branch office in Dallas, Tex., it is announced by Ned E. Depinet, general sales manager. He succeeds Leslie Wilkes who resigned to become associated with Louis Dent in theatre operation.

OPINIONS

By W. R. WILKERSON

JANNINGS

One of the more famous Hollywood scribblers, has written Emil Jannings out of the American picture business all together. She says that Herr Jannings will be compelled to return to Germany, there to carry on his trade of being the screens greatest actor. This, it is claimed, has been brought about due to the advent of talkies in this country and the fact that Jannings can not speak English with sufficient fluency to make himself understood.

BOSH

This scribbler may be right, but we hardly think the talkies will ever reach the stage that will permit the expulsion from our studios of a man who stands head and shoulders over any other actor or actress in motion pictures, today, yesterday or tomorrow. We think Herr Jannings is of such sufficient value to screen entertainment that Paramount or any other company would change any contemplated policy over night in order to be in a position to have him for their pictures. In other words it is our opinion that Jannings is "bigger" than the talking picture itself and if Paramount refuses to believe this, other companies are waiting to prove otherwise. We don't think this sterling artist will ever be forced out of American motion pictures.

POSTPONEMENT

Those New York independent exhibitors who have been dealing with William Fox with a view of selling their houses to him, are sort of, up in the air at the several postponements insisted on by Mr. Fox. They don't know what to think of it. Everything seemed slated for a December 1 closing and "W.F." asked for a postponement until December 15th. Last week he asked for a further delay until January 15th. "What's the answer?" they are asking each other. Some feel that there is really a deal on for the Loew houses and this being the case, there are a lot of the independent theatres that Fox will not want. Others are of the opinion that the question of taking over 180 or more representative theatres is no child's task and Fox found out he would require more time in which to get all of his strings set.

Whatever the answer, these boys are sitting in the anxious seat. Have been for weeks and will continue to be for several weeks to come.

RADIO

This Radio crowd are out for big game in this picture business. They are moving with a precision that is becoming devastating. They have plenty of ammunition and will soon do a lot more shooting. The ground work is being laid and the structure has a solid foundation. Theatres are going to receive the main consideration from now on. They want houses and will get them. Plenty of them.

Woodhull Sweeps Maryland Back Into M.P.T.O.A. Ranks

DAILY REVIEW

Reg. U. S. Pat. Off.—Formerly Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 144

New York, Saturday, December 22, 1928

FIVE CENTS

Just a Frank Talk

By

Arthur James

THERE must be a reason for everything save the utter frivolities of life and even those may have a reason back of them. This newspaper is eleven years old. It began as a weekly publication and flourished so long as it was within the management of those who knew the picture business and its people. Its original plan was laid down by this writer, but eleven years elapsed before the fates brought it into his hands.

IT became a daily newspaper to serve, as it might, the needs of an alive news situation in the picture business and it endeavored under various editorial leaders to meet those needs. All of those men were good men but not until all of them were picture men imbued with the picture spirit, possessed of a keen sense of the responsibility of a trade newspaper in protecting and defending the great business which grew up around a new avenue of human expression.

IN THE matter of the news of the day this newspaper has been fortunate in its record of being so frequently first with information about the events of the day and hour. This is in part a matter of good luck because it had no trained newspaper opposition and newspaper men are first born and later made by the experiences of reporting.

BUT there is more than a news purpose to be served and we therefore ask you to read with care and thought the dedication of this newspaper to the motion picture business which now appears daily under the masthead, usually in column one, page two.

MORE than a dozen years of active experience in the picture industry have deepened our conviction that this great enterprise of pictures needs eternally and continuously a newspaper that not only speaks the truth and prints the news but a newspaper that is militant in the defense of the business against its enemies without and within the business, that believes profoundly that those in this busi-

(Continued on page 4)

Federal Trade Commission Drops RCA--W. Electric Suit



SAMUEL E. MORRIS
Newly created Executive Vice-President of Warner Brothers in Charge of Distribution

Sam E. Morris

The appointment of Sam E. Morris as Executive Vice President of Warner Bros., in charge of Distribution is a proper recognition for the abilities and industry of one of the greatest sales managers the motion picture business has ever known.

Mr. Morris has friends throughout the industry, both personal and business, and these friendships have been built upon the firm foundation of a recognition of his sincerity. His personal qualities have endeared him most to those who know him best and this newspaper takes pleasure in congratulating both the Brothers Warner and Sam E. Morris on this appointment.

A J.

C. A. Neeper Marries

Creed A. Neeper, sales manager of the Harold Lloyd Corporation with offices in the Paramount building, New York City, yesterday married Elizabeth M. Vesey.

W. E. Licenses First British Co. For Movietone Production

FED. JUDGE SCREENS 'ABIE'--'COHENS-KELLYS'

The Anne Nichols suit against Universal for alleged plagiarism of "Abie's Irish Rose" proceeded a pace yesterday, with Miss Nichols again taking the stand in the late afternoon.

Friday morning, Judge Goddard viewed the two pictures involved in the film contention at the projection rooms of Paramount. He saw the film versions of "Abie's Irish Rose" produced by Paramount and "The Cohens and the Kellys" produced by Universal, the latter

(Continued on Page 2)

By Sam Harris
"Today's Cinema"

(as to Exhibitors Daily Review)

LONDON—The First English producing company to be licensed by the Western Electric Company for the privilege of recording pictures made in England with the Movietone method, is the British and Dominions Film Corporation.

This company which will do pioneer work in Movietone production in this country announced they will commence the building of a huge studio at Brighton. A number of stage plays have been bought and it is planned to complete sixteen Movietone sound features within the first twelve months.

The new studio at Brighton will

(Continued on Page 2)

Charges Against Major Combines Whitewashed—Only 'Pictures' the Goat

One by one, the various monopoly suits brought by the Federal Trade Commission against several industries are being snowed under by the Commission or by the Courts.

The latest complaint to be dismissed, was the one brought against the Radio Corporation of America, the Western Electric Co., the General Electric Co., Westinghouse Electric and Mfg. Co., Int. Radio and Telegraph Co., and others, which charged unfair methods of competition in the manufacture and sale of radio devices.

Still another complaint under the Clayton Act is now pending, in the matter of the contract in connection with the sale of tubes for radio sets.

MARYLAND--VIRGINIA STICK TO M.P.T.O.A.

WASHINGTON, D. C. — R. F. (Pete) Woodhull, national president of the Motion Picture Theatre Owners of America, swept the Tri-State exhibitors meeting at the Washington Hotel, here, so completely that Maryland and Virginia will not join the Allied organization but will remain in the ranks of the Motion Picture Theatre Owners of America. Maryland already had gone over to the Allied before this meeting but many of the exhibitors, after the Washington session, expressed the regret that they had

(Continued on Page 2)

'LUCRECIA BORGIA' FINE FILM FARE

"Lucrecia Borgia" launched last night at the Little Carnegie proved to be a powerful picture which just misses being one of the greatest.

In cast, direction, setting, lighting and sheer unadulterated drama few exceed it.

Exhibitors who are yelling for good pictures had better look this one over and they won't need a talkie program.

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

ARTHUR JAMES, Editor
W. R. WILKERSON, Publisher

Abraham Bernstein, Managing Editor; James Cron, general manager; Herman J. Schleier, Business Manager.

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Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

This newspaper is dedicated solely to the causes and the purposes of the motion picture industry and all its elements; to the fostering of its ideals; to the furthering of its proper business purposes; to its defense against its enemies without and its enemies within; to the dissemination of information of moment and interest to the industry; to the encouragement of all sincere effort within the business; to the nurturing of a proper and justified respect for the industry and its leadership and to a faithful and continuous service to pictures and picture people and this newspaper seeks to serve no other purposes.

MAIN STREET

by

GORDON TRENT

C. C. Pettijohn returns today from French Lick after a needed rest from indisposition in the digestive region. The industry needs him too much to have him ill and I share the hope that he is now ready for all that formidable legislative program which in so many states seeks to sock the picture business with censorship and taxes—E. V. Richards was in and out of town yesterday. One of those hurried trips — Paul Scofield, galvinating about the country with Paul Whiteman trying to piece together a yarn for Universal, is in town—Mal St. Claire is not worrying about the future. His contract with Paramount having expired, he decided to spend Christmas in New York. Since here his phone has been on the "go" with propositions for him to direct this or that picture — We hear the FBO crowd gave Joseph P. Kennedy quite a dinner at the Ambassador Wednesday evening. A good time was had by all, and on such an occasion, who would not have a good time?—"Rudie" Cameron, we hear, is right hand man for Bob Kane up at the Sound Studios. Seems to be the right man for the right job, for "Rudie" knows everybody that ever spoke one or more lines on the American stage for the past 20 years.

FOX DICKERS FOR HOBLITZELLE CHAIN

Karl Hoblitzelle, who operates the Interstate Circuit of 9 theatres in Alabama, Arkansas and Texas has been negotiating in New York for the past three weeks for the sale of his chain to Fox Theatres.

Hoblitzelle has been a heavy user of Fox product this past year and his circuit is wired for Movietone. Those on the inside believe that Fox will have first call if Hoblitzelle's price can be met.

\$155 SHARE RCA-VICTOR SWAP BASIS

Now that the Victor and Radio Corporation of America companies have been merged, it is generally expected that each share of Victor will be exchangeable for \$5 in cash, one share of new Radio 5% Preferred and one share of new Radio common, which will be created by a five-for-one split-up of the present Radio common.

Under the proposed terms of exchange, Victor is given a new rating of 155, as far as the Victor stockholders are concerned.

Bryan Foy at AMPA

Bryan Foy, Vitaphone director who has made "Queen of the Night Clubs" starring Texas Guinan and "The Home Towners" with Richard Bennett, has accepted an invitation of the Associated Motion Picture Advertisers to be their guest of honor at their weekly luncheon at the Paramount Hotel on December 27th.

Andersson New Mgr. Swedish Biograph

STOCKHOLM — The directors of the Swedish Biograph Company have appointed Olof Andersson to succeed Charles Magnusson, as managing director.

Andersson joined the company in 1919 and together with Magnusson, directed the destinies of the enterprises.

W. E. Licenses First British Co. for Movietone Prod.

(Continued from page 1)

be on a grand scale and a laboratory will be included so that "talkies" can be developed and printed on the spot. At present the only laboratories are in America.

A Movietone truck will also be furnished to the company by Electrical Research Products so that exterior sound work can be undertaken.

Federal Trade Commission Drops RCA—W. Elec. Suit

(Continued from page 1)

of which is alleged to have been taken from the Nichols play.

In the evening Judge Goddard, who is bent on performing a thorough job of the controversy, journeyed to an 86th Street Theatre of the so-called Subway Circuit, to view a stage performance of the play.

WARNERS DROP KAO BOOKING FOR OWN

Since the ratification of the Stanley Deal by Warner stockholders, two weeks ago, the likelihood of a new booking Circuit of vaudeville acts for Stanley houses will be established by the Warners, to be directed by Lew Golder and E. V. Darling.

The Stanley houses for years have been booking their vaudeville presentations through Keith-Albee-Orpheum, but now it is the Warner intention to do their own booking.

Harold Kemp, who now books 18 Stanley houses from the K-A-O booking offices may also join the Warner booking staff. The K-A-O people do not necessarily stand to lose all the bookings in the 18 houses, since they hold a 25% interest in the Earle, Philadelphia and Earle Washington.

Affiliated European Gets "Unholy Love"

Affiliated European producers, Inc., have acquired the American rights to "Unholy Love" from the Landerfilm G.M.B.H., of Berlin, Michael J. Gouland, president of the Affiliated, announced yesterday.

"Unholy Love" stars Brigitte Helm, the girl of Metropolis, Paul Wegener, John Loder and Ivan Petrovich.

Lee Marcus Off to Hollywood for Confab

Lee Marcus, general sales manager of FBO left New York yesterday for Hollywood. While on the Coast, Mr. Marcus will confer with William Le Baron, vice-president of FBO, on the company's new product. He will also visit the FBO exchanges in San Francisco and Los Angeles in the interests of sales and distribution.

Maryland—Virginia Stick to M.P.T.O.A.

(Continued from page 1)

been so hasty in their action.

The Washington session was called to discuss increased overhead, arbitration, insurance and other matters, and was presided over by Julius Brylawski, who introduced A. F. Hancock for an address on insurance. George Aarons spoke of "Why and Because" and David Barist dwelt on the ethics of horse back riding in so touching a manner as to bring tears to the eye of a needle. Then Woodhull spoke and spoke plenty, to such an effect that the gathering was moved to a point of the greatest enthusiasm over the national body and its president.

At its conclusion Tommy Goldberg delivered a eulogy rarely given to men while they are living. It is interesting to note that wherever allied has met opposition on the part of the national body represented by its president, they have been put to rout and the city of Washington, where Abram S. Myers is to have his national headquarters has definitely decided to stay out of his organization, as well as the neighboring body of Virginia exhibitors.

SOUND NEWSREELS

FOX MOVIEZONE NEWS

Vol. 2—No. 12-A

World's Bird Men Hold Congress
Xmas Fur Subject
Empire Cat Show
The Real Argentine Tango
Xmas Greeting

FOX MOVIEZONE NEWS

Vol. 2—No. 12-B

Santa Claus Visits Sick Kiddies
Norwegians Honor Hero Explorer
German Flappers Grow Muscular
Boy Locomotive Driver
Tars Celebrate Return to Port

FOX MOVIEZONE NEWS

Vol. 2—No. 12-C

College Girls At Hockey Game
Dynamite Digs Deep Ditches
Swimmers at N. Y. Athletic Club
Dr. S. Parkes Cadman Subject
Child Violinist and Youngsters
Xmas Subject

Ampa Ball March 2

Don Hancock, Chairman of the AMPA Masque Ball Committee announced yesterday that the date of the affair had been set back to March 2nd. The annual Christmas party of the Associated Motion Picture Advertisers was a merry one with a record attendance. The McCarthy Sisters, now featured at the Club Cassanova, sang several of their well known hits. Harry Hoch sang "My Annapolis," the "Masked Baritone," sang several numbers accompanied by Johnny Tucker of air fame who also obliged with two pianologues and George Kelting, radio harmonist, offered classical renditions in his inimitable style.

HOPE HAMPTON MAKES GRAND OPERA DEBUT

Hope Hampton, celebrated stage and movie star, made her operatic debut with the Philadelphia Grand Opera Company last evening in the opera "Manon" at the Academy of Music, Philadelphia. Miss Hampton was heard in Philadelphia last in the musical operetta, "Madame Pompadour", where she first came to the attention of opera lovers there. Originally she was to have made her debut on November 19th last, but she was stricken with an attack of influenza from which she has since fully recovered.

Born in Texas of poor parents, Miss Hampton came to New York to win success in the theatre. She scored first in motion pictures and later won new honors on the stage, notably in "My Princess," an operetta that was seen in New York last season.

More than 200 writers from New York will journey to Philadelphia to be present at Miss Hampton's operatic debut. The party will include Harry Hershfield, Ward Morehouse, Arthur James, Bide Dudley, Kelcey Allen, Victor Watson, Charles Isaacson, Leonard Liebling, Pierre Vi Key, Regina Cannon, Whitney Bolton, Delight Evans, Mordaunt Hall, Eileen Creelman, Grena Bennett, Victor Talley, Sam Marx and Madeline Reardon.

THE Rotogravure Sections of Motion Pictures Today Holiday number are closed and on the press. Black and white copy, both pictorial and text, will be received up to next Wednesday at 12 o'clock noon

Those who already have signified their intention and those who at this Christmas season now remember that they desire to send a greeting to their friends throughout the industry are now advised that they should waste no time in getting in touch with—

MOTION PICTURES TODAY

Title Reg. U. S. Pat. Office

25 West 43rd Street

Telephone Bryant 5224

New York

Warners Open "My Man" on Broadway

Fannie Brice Appears in Vehicle Especially Adapted To Songstress

By W. R. WILKERSON

Warner Brothers displayed their Fannie Brice picture, "My Man" at the Warner Theatre last evening, preceded by two unusual short reel Vitaphone subjects. Pieced end to end the performance ran from a little before 9 o'clock to a short while after 11 and when it was all over we came out thinking what a great reel the Irene Franklin subject was, and how funny the Codee and Orth all-German short picture must have been to those who understood what it was all about. There were plenty of laughs throughout the entire length of this picture from the very smart first night audience and although we enjoyed the Fannie Brice picture we feel that had it been half as long it would have been twice as good.

"My Man"

Warners took a song success of a few years ago and attempted to write a story around it. In this they failed. But when Miss Brice was singing and talking the entertainment was at its best. She sang eight or ten songs all with the exception of two Brice successes of years ago. The story meant nothing and the surrounding cast just as little. It was all Fannie Brice and as such will prove good entertainment wherever shown particularly at points where Miss Brice has not been seen and heard on the spoken stage.

We enjoyed every second of her sound appearance, even at one time when one of the songs was so poorly recorded it was just as difficult for this reviewer to follow as the Codee and Orth German picture.

However, as long as it is and as poor as the story appears it is good entertainment.

The picture was directed by Archie Mayo from the story by Mark Canfield with a supporting cast that included among others Guinn Williams, Edna Murphy, Andre De Segurole, Richard Tucker and Ann Brody.

Ray Taylor Signs With Universal

A long-term contract has been entered into by Universal Pictures Corporation and Raymond H. Taylor, director, it has just been announced by President Carl Laemmle.

He will shortly start plans for the first of Universal's 1929-30 chapterplay program under the supervision of William Lord Wright.

M-G-M Starts "Dugan"

"The Trial of Mary Dugan" was called to order at the Metro-Goldwyn-Mayer studio yesterday morning, with Bayard Beiller author of this successful Broadway play, directing the all-talking screen version. The cast of the new film is headed by Norma Shearer, H. B. Warner, Lewis Stone, Raymond Hackett and Lilyan Tashman.

STUDIO GOSSIP

Pathe will make an all-talkie based on early Spanish history. Songs and dialogue will be made in both Spanish and English.

Count Ilya Tolstoy has returned to Los Angeles and will operate as a free lance scenarist.

Betty Compson has been signed by Warner Brothers for the feminine lead in "The Time, the Place and the Girl," a talkie.

Lynne Overman is starring in S. Jay Kauffmans talking short for Paramount, "Kisses."

D. W. Griffith is on his way to New York for a vacation which will last until the end of January.

Florence Moore, famous stage comedienne, is busy working in a Paramount talking short, "Apartment Hunting."

Alice White's new picture has been retitled, "Red Hot." Production has not yet started.

Malcolm Stuart Boylan is writing the titles for "True Heaven" for Fox.

Robert Ellis will have the part of Steve Carndall in Universal's production of "Broadway."

Wilfred North has been added to the cast of "The Trial of Mary Dugan."

Lucien Prival has been signed by Caddo for a part in "Front Page."

Frank Albertson has joined the cast of Fox's "Nobody's Children."

Raymond Taylor has signed a new long term contract with Universal to direct pictures.

Tremm Carr is making two pictures. "When Dreams Come True" and "Brothers."

William Blakewell will have the lead opposite Alice White in "Red Hot."

M-G-M has bought the screen rights to "Jungle" a Saturday Evening post story from the pen of C. F. Scoggins.

Kay Johnson, well known stage player, has been selected by Cecil DeMille to play the feminine lead in "Dynamite."

Al Jolson is the composer of the theme song for Edwin Carewe's picture of "Evangeline." The name of the song is the same as the picture's.

Pathe has completed the silent version of "The Missing Man." They now have two sound versions and a silent picture in the making.

Rowland Lee Signs

Paramount's Christmas gift to Rowland V. Lee, the director, came yesterday in the form of a new contract which was presented to him after executives had viewed the all-dialogue picture "The Wolf of Wall Street," starring George Bancroft.

'U' OFFICIALS HERE ON 'MINSTREL SHOW' CAST

Elaborate plans for Universal's singing-talkie of minstrelsy are being whipped into shape by Harry Pollard director, Curtis Benton who is writing the script, and Edward Montagne, scenario chief of Universal City. This 100% talking picture of minstrelsy will be one of the super-productions offered by Universal in the coming year.

Eddie Leonard, the famous black-face comedian around whom "The Minstrel Show" is being built, is already in Universal City going through the ropes of motion picture acting. The Universal 100% talkie will signalize his premiers on the screen.

'DYNAMITE LEADS' CHOSEN BY DE MILLE

The feminine lead in "Dynamite," Cecil B. DeMille's first talking picture, which he will make at the Metro-Goldwyn-Mayer studios, has been given to Kay Johnson, well-known Broadway actress. This selection follows closely that of Charles Bickford for the masculine lead in the new film.

"Dynamite" is an original story by Jeanie MacPherson. The only other members of the cast so far chosen are Conrad Nagel and Carol Lombard. Production is scheduled to get under way early in January.

"Prep and Pep" Roxy Christmas Week Film

"Prep and Pep", the William Fox comedy of campus life, has been selected by S. L. Rothafel for presentation at the Roxy Theatre next week, as appropriate entertainment for thousands of students who will be at home for the holidays.

The cast in support of David Rollins and Nancy Drexel includes John Darrow, E. H. Calvert and Frank Albertson. The film was directed by David Butler from the story on which he collaborated with William Conselman.

"Low Bridge"

Robert Benchley has finished a new one reel movietone comedy for Fox. Mr. Benchley not only wrote, but acted in it and is about to start in on his second offering, "Low Bridge", which will deal with the troubles of a family in the throes of a bridge game. The picture just completed is entitled, "Lesson Number One."

JUST A FRANK TALK

(Continued from page 1)

ness should respect it and its leaders and should give honor to those who have done the heavy pioneering to bring the industry to its present greatness.

If this is idealism make the most of it. To us it seems just plain practical common sense.

OPINIONS

By W. R. WILKERSON

ST. CLAIRE

Give Mal St. Claire the semblance of a story, a couple of people for the leads that will accept direction, a camera and a studio floor, and nine times out of ten he will turn out a better than the average picture. We do not recall ever having seen an out and out "flop" made by St. Claire. All of which brings us to the point of our opinion. Malcolm St. Claire is one of our best directors and worth every penny he has been drawing. With the rush to sound and the thought that stage directors must be recruited for the making of talking pictures and with the added knowledge that a stage director can be bought for at least a third that would have to be paid a good "movie" director, St. Claire finds himself off the pay roll of Paramount for the first time in five years. But . . . other studios probably have different ideas and one of them is going to put in a bid for this director. The term of St. Claire's idleness rests with St. Claire himself. That we will bet on.

SCHENCK

If either of the Schencks have a thought, they are not afraid to express it. Both have the courage of their every conviction. Consequently it was with no great surprise that we read a statement given to "Red" Kann by Nicholas Schenck on the question of talking pictures. He said "This last year, for the first time in my memory, has proven to be one in which patrons were driven from theatres rather than attracted to them and sound is responsible". And that, dear children, comes from one of the best brains in this industry. Why is it that other producers do not seem to realize that fact?

T.O.C.C.

The T.O.C.C. (Theatre Owners Chamber of Commerce) got themselves good and mad yesterday. And they had every reason for this action. The big electrics together with most of the big producers and distributors were invited, along with the manufacturers of the so-called, independent sound equipment, for a confab on interchangeability. The big boys did not show and this sort of gummed things up as the exhibitors had a lot of questions to ask but no one there to answer them. However they are going after their answer, and those absent members will probably be sorry they did not join the confab in the first place.

PRO AND CON

We have heard a lot of pro's and con's on this interchangeability business and we are of the opinion the big electrics will not have a foot to stand on nor a place to put it. It is just as ridiculous for Mr. Victor to tell the public, "You can only play Victor records on Victrola's". They are going to be licked sooner or later, that's a cinch. Why not come to an amicable agreement now? It would be to their advantage and the advantage of all their licensed recorders.

DAILY REVIEW

Reg. U. S. Pat. Off.—Formerly Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 145

New York, Monday, December 24, 1928

FIVE CENTS

Hail Tomorrow!

By

Arthur James

OUR greetings, the most pleasant of the season, to all those engaged in the great enterprise of motion pictures.

OUR wish is for the merriest of days to be celebrated regardless of race or creed by all mankind because its underlying spirit of kindness, of charity, of good will and of friendship, every man may share.

ORIGINATING in the pagan feast of lights, appropriated by the early Christian church and in modern times adopted with an almost complete universality because its outward manifestations were pleasant in family and friendly relation and not in the least frowned upon by the merchants who found a definite business stimulation that defied in comparison.

MILLIONS in money are placed in circulation to the advantage, at least spiritually, to those who give good gifts and millions are returned to the workers who make the good gifts. Like the flag of the nation, Christmas was too great an institution to be held in exclusion by any class or group so that tomorrow it will again be celebrated, not as religious feast by the millions of men and women and children but rather as the great day of generosity toward those beloved. Christmas is the great day of days for children and for those of maturer years who are fortunate enough to hold the spirit of childhood within their breasts.

THE greatest of all writers on the subject of Christmas was Charles Dickens and his greatest Christmas contribution to the ages was the Christmas Carol. In it he contrasted the spirit of Scrooge, the miser, with the poorer but richer folk about him who opened their hearts on Christmas. This great Christmas episode, written by the Christmas master, gave to the world the most appropriate benediction in the words of the little crippled boy, Tiny Tim, and as our last line of this greeting we quote:

"God Bless Us All".

BLAINE-THOMPSON HANDLING F.N. ADS

Warner Bros. have given the Blaine-Thompson Co., in addition to the Warner Bros., advertising, full charge of future advertising to be placed by First National Pictures, Inc. Also this company will place all out-door advertising for Warner Bros., the Vitaphone Corp., and First National Pictures, Inc.

The newspaper advertising campaign, for Vitaphone, in progress for some time, will be continued under the direction of Myer Lesser, president of the Blaine-Thompson Company.

M-G-M TALKING NEWSREEL OUT MAR. 1

The Metro-Goldwyn-Mayer Corporation is proceeding rapidly with its plan to launch its M-G-M Newsreel in sound and join the company of Fox Movietone News and Pathe sound News.

According to home-office esti-

(Continued on page 3)

Reinhardt Arrives in N. Y. -- Leaves Wed. for U.A.-Gish Film

Fight Idaho Tax In Legislature

IDAHO — James M. Hone, secretary of the Washington M.P.T.O., appeared in Boise last week on behalf of Northern Idaho showmen, to make a fight in the legislature against a proposed tax measure against exhibitors.

Max Reinhardt gets in today from Europe and will leave Wednesday for the coast to begin on the new picture for Lillian Gish, which is to be produced from an original story by Hugo von Hoffmanstahl, whose handling of "De Rosen Cavalier," "The Merryman," "Electra" and other important offerings have made him famous.

Reinhardt's "Miracle" which played to \$200,000 worth of business in New York, which brought 20,000 people at one time to the Olympia in London and was played successfully in 26 cities in the United States make him well known as an amusement impressario who lives up to his word that he does not believe in "Art for Art's sake" and who sees no wrong in having a profit attached to his enterprises.

The new picture will be in sound

(Continued on Page 2)

NAT ROTHSTEIN SIGNED FOR PROD. AT 'U' CITY

Nat. G. Rothstein, formerly Advertising and Exploitation Director of Universal Pictures is going to the Coast on or about January 1st, for Universal and will be associated in production at Universal City.

HIRAM BROWN SETS NEW R-K-O POLICY

Hiram S. Brown, new president of Radio Keith Orpheum announced yesterday that the splitting of commissions by the company with the booking agents had come to an end, and hereafter agents booking acts will receive their full commission of 5% less a minor percentage for the actual cost of collection from the artists.

This move is important in that

(Continued on Page 2)

War—P-F-L 5-Yr. Contracts

SEATTLE — The Theatre Operating Company which owns the Babcock, Regent and Lyric Theatres at Billings, Montana, has closed with Warners and Paramount for five-year contracts.

Two to One

The District of Columbia and Virginia are two M.P.T.O.A. organizations which remained steadfast and Maryland the one that went over to the Allied. This sets the record right and corrects a mistake emanating from Washington on Thursday.



JOS. S. SKIRBOLL J. D. WILLIAMS AL S. ARONSON
Present "Exhibitor's Choice" Selling as World Wides Christmas Gift to Theatre Owners for the New Year. The New Company's Selling Starts in January.—Adv.

MERRY CHRISTMAS

DAILY REVIEW

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MAIN STREET

by

GORDON TRENT

Willis Kent says that when a snatch or two of shouting is used in a sound picture it might be classed as a "yellie"—Winchell calls the dialoguers the "lispiers" because of the flattening of the sibilants—if you know what I mean—yes?—great!—Brod. Fenton says that if Abe Cantor and Bruce Gallup were to meet Vincent Trotta it could be called a young horse show. Ain't he the flip!—Joe Ferguson insists that a film company is known by the Christmas presents it gives. To whom?—Evelyn Brent and Charlie Chaplin have the flu which may be of comfort to those similarly afflicted and more so to those who aren't—Joe Skirboll reports from the south that there is more talk about pictures than about flu because they are vastly more interesting—Aw gwan, pictures are the pastime and pleasure, flu is the excuse for lotsa things—

\$65,000 GIVEN TO FED. CHARITY BY INDUSTRY

Picture and Theatrical Notables Commended By Goodman

Sol M. Stroock, president of the Federation for the Support of Jewish Philanthropic Societies, yesterday made public a list of members of the Motion Picture, Theatrical and Allied Industries who have made contributions to the \$5,300,000 budgetary program of the Federation, for the maintenance of its ninety-one institutions for the current year.

The names of contributors, together with the total amount contributed for 1928, follow:

Joseph Leblang, \$15,000; Adolph Zukor, \$6,000; Maurice Goodman, Jesse L. Lasky, Warner Bros. Pictures, Inc., \$5,000; Edward F. Albee, Mr. and Mrs. David Bernstein, Walter Reade, \$2,500; Marcus Heiman, Irving Berlin, Saul E. Rogers, \$2,000; Morgan Lithographing Co., P. J. Morgan, \$1,500.

Sydney S. Cohen, \$1,100; A. C. Blumenthal, Eddie Cantor, David L. Loew, \$1,000; Louis Bernstein, Jack G. Leo, \$750; Ben Blumenthal, Joseph I. Schnitzer, Amedee J. Van Beuren, \$500; Al Lichtman, Julius Stern, \$400; Samuel M. Forrest, Akiba Weinberg, \$350; Alexander S. Kempner, \$300.

B. K. Bimberg, Jerome D. Kern, Mr. and Mrs. Lee Marcus, L. N. Olmsted, Rudolph Wurlitzer Piano Co., \$250; Joseph Pollak, \$220; Edward N. Bloomberg, Harry A. Bloomberg, Toby Gruen, B. B. Kahane, \$200; James E. Stroock, \$150; Employees FBO Pictures, \$119.

Amalgamated Vaudeville Agency, Inc., R. L. Giffen, J. R. Grainger, Oscar Hammerstein, 2nd, Jacob Jutkowitz, Harry Marx, Herman Robbins, Max Verschleiser, \$100; N. L. Mannheim, \$80; Capitol Theatre Orchestra, \$58.

C. P. Sheehan, \$50; Benjamin Leo, \$30; Harold Rodner, Isidore Witmark, \$25; Karl N. Bernstein, Emil Marx, Fred G. Wilson, \$10.

Mr. Goodman reported that subcommittees are out working in the various branches of the industry and that special credit for good work is due Eugene Zukor, Famous Players Lasky Corporation, A. P. Waxman, Warner Brothers, Milton J. Schwartz of the William Fox Organization, Joseph I. Schnitzer of the FBO, and J. L. Ryan of the Rudolph Wurlitzer Piano Co.

Hiram Brown Sets New R-K-O Policy

(Continued from page 1)

it tends to eliminate graft and gives both the artists and the agents a fair business break. Mr. Brown made a good impression on the newspaper men who were gathered to hear the announcement because of his frankness and the evidence of an open policy on the part of this, the most important of all the vaudeville organizations.

Keith-Albee Opening New Flushing Theatre Xmas Day

The outstanding event upon Flushing's Christmas calendar is the opening of the magnificent new Keith-Albee theatre scheduled to give its first performance on Christmas afternoon, at one o'clock.

An imposing and beautiful edifice, gracing the Northern Boulevard, the new playhouse is quite a distinct departure architecturally from recent Keith-Albee entertainment palaces.

The entire theatre is equipped with mechanical ventilation and a giant refrigerating plant.

This addition to the nation-wide Keith-Albee-Orpheum chain of theatres was designed by architect Thomas W. Lamb of New York City, N. Y. It was constructed under the personal supervision of E. F. Albee, president of the Keith-Albee-Orpheum Circuit.

A combination of vaudeville and photoplays will be presented with programmes changed on Sunday and Thursday. From Monday to Friday matinees will be presented from 1:00 to 5:00 o'clock and evening performances from 7:00 to 11:00. On Saturdays, Sundays and Holidays, continuous performances from 1:00 to 11:00 P. M. will maintain.



Classified Advertisement

Advertisements in this section, 5 cents per word. Cash must be sent with order. No charge for Box Number line. Minimum order, \$1. 10% discount 12 issues or more.

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New "Modern" Story

Stories of the modern younger generation having proved such big box office successes, Fox will produce a new one by Charles Condon, "Follow the Leader." This picture will go into production immediately with Lois Moran in the leading role.

Reinhardt Arrives in N. Y.

Leaves Wed. for U.A.

(Continued from page 1)

but there will be no dialogue. The name is yet to be chosen.

Professor Reinhardt, Miss Gish and their party will leave New York Wednesday, December 26th, for Los Angeles. The film will be placed in production at the United Artists Studio in Hollywood on February 1.

MORE MEN HAVE BEEN SCALPED

by the intensity of our modern life than ever were made hairless by the Indian Tomahawks.

But the billiard ball dome is not hopeless now that modern science has found the way to grow hair!

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MERRY CHRISTMAS

GOSSIP OF LONDON

By LIONEL BURTON

New light on an old subject is being shed by London film reviewers on the mysterious silence concerning the ultimate fate of many British productions taken by American concerns presumably for distribution and exhibition. What happens to them? The operation of the Quota Act seems to have accentuated the mystery. Are American quota purchasers taking anything that comes along and giving it decent burial as the easiest way out?

A writer in the Film Renter wouldn't be surprised if such things happen—considering the mediocrity of much of the available British product. "Famous Players," says this writer, "have not so far been too lucky with the quota pictures they have secured. It is no fault of theirs and candidly, they are to be commiserated with. A few weeks ago they showed a Welsh-Pearson film which was a very mediocre production, and yesterday's screening of a British Screencraft picture is not likely to gain them any medals. Pity, because nobody is more loyally abiding by the film acts than F.L. Let's hope they strike a bit of luck next time."

Some of the films which fail to impress London critics are baited with alluring publicity tie-ups. A British Filmcraft production called "Spangles" dangles a catchy theme song called "Natalie," composed by Fred Elizalde, conductor of the Savoy Havana Band and designed to be broadcast along with announcements of "Spangles." Another bit of bait hung at prospective buyers of the same feature is engaging publicity for the star, Baroness Fern Andra, declared to be the most beautiful woman in Europe with an income of \$15,000 a year from a famous Berlin photographer. Per contra, the published critical judgment that the picture "might have been made twenty years ago, judging by the story, the crudity of its acting, and the entirely uninspired direction."

However, many a dark publicity cloud has a silver lining. Witness the following, reprinted verbatim from a Middlessex theatre program: "What would you do if you had one hour to live? One fleeting hour! If, in the next room, the girl you love was waiting, the soft strains of a last waltz inviting you to her arms for one last embrace—one last kiss—one last hour of love—what would you do?"

Answer (by the reprinting editor): "Although inexperienced along such lines, still we think it probable that we should eat a hearty breakfast of ham and eggs and coffee, and march straight to the waiting gallows."

Rogers Claims Sonora-Bristolphone Meets Otterson-W. E. Requirements

Charles R. Rogers, General Manager of Sonora-Bristolphone stated Saturday that his company agrees in spirit and general principle with J. E. Otterson, chief of the Electrical Research Products, regarding the survival of meritorious synchronizing devices and Rogers reiterates the policy of allowing the showings of pictures synchronized with its

system over other reproducing systems.

Rogers, however, advocates an open door for any type of system, providing it is practical and profitable. As to Sonora-Bristolphone efficiency, Rogers points to the fact that their apparatus have played the product of Paramount, M-G-M, First National and United Artists in various theatres, achieving flawless performances.

Chopin's Passion

"Chopin's Passion" has been selected as the title of the first Powers Cinephone all sound production which is now in its final stages of editing and cutting, under the personal supervision of Director Harry Revier. It was originally Shubert's "White Lilacs."

Kallett Circuit Signs For Columbia Product

The Kallett Circuit, one of the most important theatre chains in New York, has booked Columbia's entire product for the following theatres:

Lincoln, Orpheum, James in Utica; Capitol in Iliou; Madison in Oneida; Capitol, Strand, in Rome; Harvard, Regent and Avon in Syracuse.

The deal was engineered by Joe Miller of the Buffalo office and C. R. Halligan of the Albany exchange.

DE LUXE MASTER-PHONE LAUNCHED ON COAST

SEATTLE — The Great Western Theatre Equipment Corporation has become exclusive distributors of a new sound device, the De Luxe Master-Phone, which claims complete disc interchangeability and also claims to be the only device which will successfully handle both synchronized and non-synchronized discs. The equipment is handled from the operators booth. The device is manufactured in the East.

Installations will cost from \$2,000 to \$3,500 and there are no service or maintenance charges.

Sin Sister

The final title selected for Charles Klein's production for Fox Films, hitherto called "White Fury," is now announced as "The Sin Sister." Nancy Carroll, Lawrence Gray, Myrtle Stedman, Anders Randolph and Josephine Dunn are in the cast.

M-G-M Talking Newsreel out March 1

(Continued from page 1)

mates, the first issue of the M-G-M Movietone News will make its appearance on Broadway screens and elsewhere on or about March 1st.

The Paramount Movietone News will appear about the same time.

Fisher Buys Ohio Territory From Chase

Meyer Fisher, head of the Fisher Film Exchanges of Cleveland and Cincinnati, has departed for the West, after closing a deal in New York City with Motion Pictures Synchronization Service, Inc., for the exclusive sales franchise of the company's service for the State of Ohio.

This was announced Saturday by Maurice A. Chase, president of Motion Pictures Synchronization Service, Inc. Sepp Morscher and Maurice Nitke are the musical directors of the company.

"PETER PAN" CHOSEN

Film Bureau Picks Xmas Fantasy For Kid Party

The Film Bureau well known both in the social and professional world announces that in co-operation with the management of the Plaza Theatre they are sponsoring a specially prepared Christmas party for poor children to take place on Saturday morning, December 29th in the Plaza Theatre at Madison Avenue and 59th Street.

As usual in screenings with which the Film Bureau is affiliated, attention has been focused on the selection of the feature picture. "Peter Pan" has been chosen by the committee as the motion picture most suited.

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VICTOR TO RATIFY RCA MERGER SOON

Declares Dividends of \$1.75—\$1.50 and \$1.00 On all Stock

Regular quarterly dividends on the preferred and preference stocks of the Victor Talking Machine Company were declared Saturday. The company will pay \$1.75 on the preferred, payable January 15th; \$1.75 on the 7% cumulative prior preference stock, payable Feb. 1; and \$1.50 on the \$6 cumulative convertible preferred stock, payable Feb. 1. A dividend of \$1.00 per share on the common, payable February 1st, was also declared.

There will be a special meeting of the Victor Board of Directors the first week in January to ratify the merger with Radio Corporation of America.

Sonin Making Special M-G-M S. A. Tour

BUENOS AIRES—Carl Sonin, director of the Metro-Goldwyn-Mayer activities in South America will soon undertake a tour to the Pacific Coast to inspect the agencies of the enterprise and at the same time will open a branch in Peru.

Incorporations

The F-P-F Productions have been formed in New York to engage in Motion Pictures, with a \$40,000 capital.

The Theatrical Artists of America have incorporated to enter motion pictures with a \$10,000 capital, in New York.

42 Minutes from Broadway



THE GLORIOUS
HALF MOON HOTEL
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Exceptional Restaurant
An Enchanting Hostelry
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MERRY CHRISTMAS

"The River" Premiere - Farrell-Duncan

By W. R. WILKERSON

There was a new program of Fox pictures shown at the Gaiety Theatre, Saturday evening consisting of the Frank Borzage production of "The River", a Movietone News and a two reel all-talking comedy, "The Diplomat," with those two funny fellows Clark and McCullough.

Speaking for Itself

The hit of the show to this reviewer was the King of Spain. Boy-oh-boy what a personality this Spanish monarch has. King or no King what a bet he would be for pictures. This appearance took place in the Movietone News, an asset to any program and to the one shown Saturday evening, a lifesaver.

"The Diplomat"

The Clark and McCullough subject, "The Diplomat" written by Bobby Clark and Arthur Caesar was a riot. There were plenty of belly laughs throughout, even though it had some very bad recording at different spots.

"The River"

The big item on the program was the production of the Tristram Tupper story, "The River" directed by Frank Borzage. The idea of the yarn was excellent but it got lost in a world of inaction and died a slow and somewhat painful death. Where to place the fault is beyond this reviewer. If the story as photographed, is the one the Fox organization should receive the blame. But it is our opinion that the Tristram Tupper story was better than the one we saw on the screen. Maybe the blame should rest with the person making the adaptation, or maybe the whole burden of failure should be shouldered by Frank Borzage. Whoever or whatever was at fault the fact remains that the picture, off to a good start, died, and somehow or somewhere there seemed to have been a great chance lost for an outstanding production.

Credits

The main credits for whatever merits this production has should go first, to the persons who picked the locations and secondly to the man who photographed them. Both were unusual and held our chief interest. Charles Farrell and Mary Duncan were excellent in their parts.

Corinne Griffith Done With "Sat. Children"

A dispatch from Hollywood states that Corinne Griffith has completed filming her latest First National picture, "Saturday's Children," at the Burbank Studios. After enjoying a brief vacation Miss Griffith will commence work on "Prisoners," which is now being prepared for the screen by Forrest Halsey who is writing the adaption and continuity.

STUDIO GOSSIP

Bodil Rosing, mother-in-law of Monte Blue has been signed by M-G-M for the featured role of the wife in "Wonder of Women."

Patsy Ruth Miller, being assured of being on Warner Brothers 1929 program, will play the lead in "The Hottentot." This will be her first talkie.

Clarence Brown will handle the megaphone for M-G-M's production of Suderman's "Wonder of Women."

Greta Garbo's new picture has finally been titled "Wild Orchids." This is from the story by John Colton.

Milton Sills latest starring vehicle has been renamed "Love and the Devil."

Lilyan Tashman has been signed for an important role in "The Trial of Mary Dugan."

Edward Earle has signed a new contract with Warner Brothers for 1929.

Charles Sellon and Robert Schable have been added to the cast of F.N.'s "The Man and the Moment."

Florence Vidor, having completed her part in "The Wolf of Wall Street," is on her way to New York.

Alice White has signed a new starring contract with First National for a long term which calls for at least four big pictures.

Alice Joyce will play the part of the mother in the picturization of "The Squall."

Marceline Day Signed

Marceline Day has signed a contract with Fox whereby she is to have the feminine lead in two of their pictures. Her first assignment will be opposite George O'Brien in "Son of Anak," a movietone production.

Dowling-Dooley Talkie

Charles and Al. Christie have succeeded in getting Eddie Dowling famous stage comedian and his equally famous wife, Ray Dooley to go to Hollywood and make a talkie. The picture will be a minstrel story.

"Syncopation" New Title

Robert Kane of FBO announces that the FBO special, "Stepping High" has had its title changed to "Syncopation." This is the production which features Warings Pennsylvanians, Barbara Bennett, Osgood Perkins and Bobby Watson.

3,000,000 FANS WRITE TO P-F-L STARS YEARLY

Thirty-three persons in Hollywood receive more mail than any other group of equal number in the world. They are the stars and featured players under contract to Paramount. They receive an average of 10,000 letters a day, 250,000 a month, 3,000,000 a year. Their mail is delivered to a postoffice ten by fifteen feet in size—probably the busiest 150 square feet in the country.

The chief recipient of mail is Clara Bow, the girl who made "It" a household word around the globe. Miss Bow receives almost 40,000 letters a month. Others of her fellow and sister stars on the Paramount lot who keep Uncle Sam's mail clerks busy are Bebe Daniels, Esther Ralston, Florence Vidor, George Bancroft, Richard Dix, Emil Jannings, Adolphe Menjou and Charles Rogers. These are the stars.

Columbia Adds 2 More —Neill and McCarthy

Columbia's directorial line-up is still growing. R. William Neill and John P. McCarthy, two of the screen's best known directors, were signed this week to wield the megaphone on Columbia vehicles scheduled for early production.

The addition of Mr. Neill and Mr. McCarthy follows closely upon that of Joseph Henabery, who joined the following prominent directors on Columbia's staff last week: Frank R. Capra, Erle C. Kenton, Phil Rosen, Christy Cabanne, Renaud Hoffman and Scott Dunlap.

Halperin's 3-Dimension

The Halperin boys, Victor and Edward, are going into three-dimension and natural color production, with sound synchronization.

The Halperins will establish studios in New York and Hollywood and will release through Inspiration-United Artists.

Bellamy Leaves Fox

Madge Bellamy, for years a star on the Fox lot, having completed "Fugitives" for that company, will be seen no more in their pictures. Fox terminated her contract while it still had a long period to run and has given no definite reason for the act.

Hopper Hops to Fox

Hedda Hopper left the Broadway production of "Tomorrow," last week, and has returned to Hollywood to act in a Fox comedy. Together with William Russell and Leslie Fenton, Miss Hopper has been added to the cast of "Girls Gone Wild," to be directed by Lew Seiler with Nick Stuart and Sue Carol in the leading roles.

OPINIONS

By W. R. WILKERSON

SHAKING OUT

Looks like the "shaking out" process is on out Hollywood way. What with the daily arrivals of stage players, renewals on the contracts of stars and featured players are being passed up. And this does not apply to players alone but directors as well. Sound producers have found they can employ stage directors of great reputation for a third of the cost of a fairly good movie director.

Do producers believe that a good speaking voice with a bad face and figure will be of greater benefit to the exhibitor in his play for patronage than a dashing looking face and figure with plenty of sex appeal and probably a poor voice? The camera does not lie as easily as a lot of cosmetics supporting a homely countenance on the stage. If a player is easy to look at on the screen this beauty in most every instance is natural and not constructed and if this attractiveness is lacking it is pretty tough for a camera even with the aid of good lighting to make it up.

AFTER ALL

Where is the proof that in exchanging a high-salaried movie director for a low-priced stage director, that a knockout talkie will be the results? It seems pretty obvious by now that in order to produce a good talking picture the director must have knowledge not only of stage technique but of movie mechanics for the action of each is different and the two must be combined to avoid disaster.

NEEDS

The movies still need the guiding hand of expert picture directors with strong co-operation from the stage; or better yet, intensive training along the lines of the stage, for while pictures are still made on film with its rapid change of scene, they demand first and foremost good movie direction. The players, too, need voicing training—and it must not be forgotten that voice recording still has plenty of room for improvement. The main thing seems to be the mistake of rushing things to satisfy the public demand for something new. Time alone will solve the problem and teach the lesson.

MERRY CHRISTMAS

DAILY REVIEW

Reg. U. S. Pat. Off.—Formerly Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 146

New York, Wednesday, December 26, 1928

FIVE CENTS

How About This Myers?

By

Arthur James

DOES the advent of Abram S. Myers in the picture business as the leader of a new, unnecessary and rival exhibitor organization mean that a constructive man has been added to picture leadership or is he just another outsider who has come in without any special necessity for his presence and with no especial equipment other than a definite ambition to milk the old cow for his gallon or so?

REPUTED among the exhibitors who have heard salaries discussed Myers is a high priced article just as Aaron Sapiro was a high priced article. There is no possible objection, of course, to the price if the article is worth it. It is true too that large salaries are paid executives in the picture business but only to executives whose earning power to their organizations make big salaries justifiable. And these organizations in the production and distribution group not only contract to pay these salaries, they pay them.

IT IS easy to understand how Myers will get his first year's salary at least in part but when the assessment becomes regular the exhibitor groups will have to be shown a good entertainment for their money if they are to continue to dig deep among the fish hooks.

CAN Myers put on a continuous show that will keep the boys pepped up to the paying point? Will they find it necessary to hold an annual or semi annual hall to meet the budget? Will producers and distributors be assessed for tickets for these affairs and is assessed will they stand for it?

OUR experience with exhibitors is that there are many things they would rather pay than dues. They have enough bother with film rentals and fluctuations of business to want to support somebody unless they see a definite business advantage in it. They will respond to a crisis or a crying need. They will aid a charity or assist the widow and the fatherless but the irksome routine of paying dues for a political leader to gallop over the plain giving a political show that's no especial

(Continued on page 4)

TIFFANY-STAHN BRANCHING OUT WITH OWN THEATRE CHAIN

BROADWAY MOVIE HOUSES CONTRIBUTE XMAS CHEER

GORDON IN DETROIT BUTTERFIELD EXPANSION

Owing to the expansion and growth of the Butterfield Circuit in the years 1927 and 1928 and the expected new business for the year 1929, a readjustment of the main office in Detroit has been made.

It is now announced that Mr. Lawrence E. Gordon of Battle Creek, Michigan, who has a law practice of fifteen years standing, and has developed as a financier, being president of two local finance companies, has been engaged to act in the ca-

(Continued on page 4)

Every large motion picture theatre on Broadway is entertaining poor and crippled children to the capacities of the various houses, showing Christmas programs for the enjoyment of these unfortunate tots.

The Roxy will entertain 6,000 children at a performance Thursday morning, showing their regular program with the additions of the films "Sleeping Beauty", "English Christmas Carols" and "The Nativity". The full Roxy orchestra will play appropriate music.

The Capitol will play host to over 5,000 poor and crippled children at a special performance Thursday morning also. A gala Christmas

(Continued on page 4)

N. Y.—Phila.—Chicago Sites Chosen — First Runs Needed for Product

10 TALKIES COMING

In line with the expansion policy announced by Tiffany-Stahl a short time ago in the formation of an English Company and a French Company, plans are actively under way for the acquisition and building of a chain of first run theatres in the principal cities of the United States. Negotiations have been going on for some time for theatre sites in New York, Philadelphia and Chicago.

With their new expansion policy in mind and with big feature sound pictures in the making, Tiffany-Stahl has been quietly negotiating for their own theatres so that their productions will have first run presentations in all the principal cities of the United States.

The company intends to produce within the next few months between

(Continued on page 4)

Laemmle to Coast

It is expected that Carl Laemmle will leave for the coast today, providing he has been called to give his testimony in the suit of Anne Nichols regarding her production of "Abie's Irish Rose".

Mr. Laemmle is hurrying to the coast to attend the wedding of his daughter Rosabelle.

Can This Be True?

There is a tip floating out of Hollywood that one of our best producing organizations and one of the pioneer's in sound have about determined to take out all the dialogue in their feature product to be released during 1929-30 using sound only for the synchronization of music and effects, leaving the talking for their short reels.

If this is true and the announcement is forthcoming shortly after the new year, it is our guess that quite a few of our other big producers will jump on the wagon and start announcing themselves in the same voice.

The world's our stage—and all the wonders of it



The NEW company with a NEW idea will bring to American screens the representative photoplays from the far places of the earth. "Exhibitor's Choice" Selling.

World Wide Pictures, Inc.

Advt.

It Certainly was a Merry

"I used to think I was pretty good at inventin' mechanical marvels in my workshop up North, but gosh, these here new-fangled talking pictures, got out on the Fox Movietone, just flabbergast me. Out on the West Coast, I followed the crowds to see and hear this new Fox Movietone picture called IN OLD ARIZONA, and I want to tell you, folks, the way these characters all talk on the screen, you'd think they was real people,

WILLIAM FOX

IN OLD

with EDMUND LOWE

Directed in Dialog by
RAOUL WALSH
and
IRVING CUMMINGS

LOS ANGELES

*Coast to
Bigger Profits
with*

Christmas on the West Coast

loving, hating and fighting right in the flesh. With all the wonderful gifts I gave to people out on the West Coast, none ever made 'em as happy as the wonderful entertainment they got out o' that picture. Christmas comes but once a year, but the Christmas spirit that makes people happy can go right on every day in the year as long as there's picture houses showin' Fox Movietone talking pictures like IN OLD ARIZONA."

Money Talks— and the **FIRST ALL-TALKING** **OUTDOOR FEATURE** **IN OLD ARIZONA** is **NOW TALKING MONEY**

CRITERION Theatre, Los Angeles
BROADWAY Theatre, Portland, Oregon
FIFTH AVENUE Theatre, Seattle, Wash.
—and that's just the start!

For Greater Prosperity in 1929, play the
GREATER FOX MOVIE TONE
ALL-TALKING FEATURES:

IN OLD ARIZONA	THE VALIANT
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Story and Dialog
by
TOM BARRY

F All-Talking
MOVIETONE
X Features

● **PORTLAND**

● **SEATTLE**

DAILY REVIEW

Reg. U. S. Pat. Off.
Published Daily Except Sunday

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London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour Street, London, W. 1.

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada.

This newspaper is dedicated solely to the causes and the purposes of the motion picture industry and all its elements; to the fostering of its ideals; to the furthering of its proper business purposes; to its defense against its enemies without and its enemies within; to the dissemination of information of moment and interest to the industry; to the encouragement of all sincere effort within the business; to the nurturing of a proper and justified respect for the industry and its leadership and to a faithful and continuous service to pictures and picture people and this newspaper seeks to serve no other purposes.

MAIN STREET

by

GORDON TRENT

Paul Leni Arrives

Paul Leni, Universal director of "The Man Who Laughs," "The Cat and the Canary," and whose latest special, "The Last Warning," has just arrived in the East, will arrive in New York today to spend the Christmas holidays.

Windsor to N. Y.

Claire Windsor, who recently returned from New York, will go east again early in January to make RCA talking sequences for "Life", a Tiffany-Stahl picture in which she is starred. Ricardo Cortez, who also plays a leading role, will accompany her with James Flood, the director. Silent sequences of the picture went into production early this week at the Tiffany-Stahl studios.

New "Disraeli" Film

Warner Brothers has definitely decided to remake "Disraeli" as an all talking production starring George Arliss. Some years ago Arliss was starred in a silent version of this ever popular play and now he will start on the talkie picture right after the holidays. Michael Curtiz will direct.

Lasky Bans Dialogue in "Four Feathers" Fearing Impairment

Paramount took a definite stand on talking and silent motion pictures today with the announcement by Jesse L. Lasky for that film organization that "The Four Feathers" will be released with sound effects and music synchronization only.

"'The Four Feathers' will be released in its natural form," said Mr. Lasky. "Dialogue can augment the dramatic passages of many subjects but it certainly cannot help, and it might impair, a production of such sweeping action and emotion as this story. Therefore the characters in 'The Four Feathers' will not talk. As the old saying goes, actions speak louder than words."

Broadway Movie Houses Contribute Xmas Cheer

(Continued from page 1)

performance will be given, consisting of pictures which among others will be, "Mary's Little Lamb" and an "Our Gang" comedy.

The Paramount will receive groups of children from different institutions throughout the entire week at its regular afternoon performances. There is a special Christmas prologue arranged by Sam Katz revealing Santa Claus and his pack.

Mrs. William Randolph Hearst will give her yearly childrens party at the Strand Theatre on Christmas morning to over 3,000 kids.

The Colony entertained crippled children on Monday, Tuesday and Wednesday.

All artists, musicians and theatre employees are giving their services gratis for these special performances.

Gordon in Detroit Butterfield Expansion

(Continued from page 1)

capacity of assistant to the President in the handling of financial matters. He joins the Detroit force on January 2nd of next year.

Besides the plans for the new theatres in Jackson, Muskegon, Ionia and Sault Ste Marie, the development in several other proposition in the State is also under way.

HOW ABOUT THIS MYERS?

(Continued from page 1)

treat to showmen has never yet in the history of the picture business appealed to the great majority and it will take the great majority, giving us freely and regularly to support a three ring national exhibitor circus that glorifies only a group and which could not possibly accomplish anything more constructive than can be accomplished by the meeting around the table of business exhibitors with business producers and distributors who gather to settle their problems in a business way. They didn't want Myers enough in Washington to reappoint him. What is this new deal—a place of refuge in the picture business with exhibitors taxed for the joy ride?

Speaking of Voices—

At the showing of a \$2.00 picture recently, a singing prologue preceded the showing of the feature attraction. This singing of the theme song was the cause of a lot of laughter on the part of the audience because of the extremely funny facial adornments of the singers, a man and a woman. On his high notes the male songster contorted his mouth in a manner that would permit the entrance of a horse drawn wagon, and as soon as the feminine shouter made her appearance, the laugh was so loud the voices were completely drowned.

Some of our producers should see and hear this prologue and then write their own ticket on the debate of whether it is best to take our silent screen players and make the best of their vocal capabilities or do their future casting with an eye and ear for the voice alone.

UNIVERSAL SIGNS DR. MARSTON PSYCHOLOGIST

Motion pictures at last are to employ regularly the services of a psychologist. He is to devote himself to every branch of the business, from the purchase of stories to the solving of sales problems. Dr. William M. Marston, noted psychologist and lecturer in psychology at Columbia University and New York University, has just been placed under contract by Carl Laemmle, president of Universal Pictures Corporation.

Dr. Marston's title will be the Director of the Public Service Bureau, creating an entirely new department for the purpose of applying psychology to every branch of the activities of Universal Pictures Corporation.

Dr. Marston will make his headquarters at Universal City, California, on or about January 15th, at which time he will have completed his lectures at Columbia and New York University. From California he will keep in constant touch with all production activities.

Al Boasberg Here

Al Boasberg, free-lancing gag-man and publicist of Beverly Hills is arriving in New York this morning and will stop at the Forrest Hotel for about 10 days.

Tiffany-Stahl Branching Out With Own Chain

(Continued from page 1)

eight and ten dialogue and singing productions of special feature calibre with famous stars in the principal roles of each picture which will start their initial performances in the new Tiffany-Stahl houses.

OPINIONS

By W. R. WILKERSON

A POT OF MONEY.

They tell us that the London papers are filled with the news of a new \$50,000,000 British company that has been formed for the construction of "cinema palaces" patterned after our big houses on this side. That's great news if true. England is making great strides in the motion picture industry, what with their world wide distribution of British made pictures, their reciprocal agreements with all the European nations for the exchange of pictures, directors and players. All they need now to make everything perfect is the production of a few good pictures for the millions upon millions of dollars raised there the past couple of years for production "in order to compete with the American producers."

SORE SPOT.

This making of pictures has become a sore spot on the British pride for industry. Almost every production organization loaded themselves down with money for the making of pictures, engaged a lot of people, made a lot of noise, put on the quota act, hurried here and there in an effort to keep busy, but where are the pictures? What has become of all that money? What is the final answer going to be? Our American market is as wide open as a cigar box for any picture or pictures that have a bit of merit and this reviewer sees a lot of pictures throughout the course of a month. We have seen and liked many foreign pictures during the past six months but do not remember having run across one English made picture bearing any merit save the film assembled from the archives of the British war department. Are they holding back on us? Are they getting shaped up for the "great drive" on the theatres and fans of this and other countries?

SPOTTY SOUND

It seems the further some of our best producers go in this sound racket, the more spotty their recording becomes. We have seen and heard quite a bit of faulty recording during the past few weeks and are at a loss to know the reason for it. For instance, we have seen a couple of pictures recently that on long shots, the voice sounded great, and while the same players were talking with no change of scene or continuity of speech, the camera moves in for a closeup and the voices sound as if they are miles from the microphone. One would think just the opposite would be true. What's wrong? Why should this happen? And it seems that this being the case, and the scenes are run off in the rush form in the studio projection room, studio executives would order them retaken in an effort to give a recording in an even tone. Maybe everything was O.K. in the projection room with the first print and the trouble was caused by the development of future prints. Whatever the cause, sound has been with us long enough to eliminate these, what seem to us to be, minor difficulties.

DAILY REVIEW

Reg. U. S. Pat. Off.—Formerly Exhibitors Trade Review

Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 148

New York, Friday, December 28, 1928

FIVE CENTS

That Rumor Business

By

Arthur James

THIS newspaper has had occasion before to deal with the subject of pernicious rumors in the picture business. Tiffany-Stahl, one of the fastest growing and best managed concerns in the picture business today, was, a few days ago, subjected to this same rumor process and on careful investigation this newspaper found that these rumors emanated from a discharged and disgruntled employee.

...

THIS man rendered himself liable to prosecution as it is against the law to provide newspapers with false information, but as the company and this newspaper have no desire to make martyrs or to hit a man when he is down, prosecution was naturally not seriously entertained.

...

IT IS well, however, for the information of the entire business, to call attention to the fact that Tiffany-Stahl was never in better business shape than now, its product was never so definitely box office and its present and future never brighter, so that the inspired rumors served no damaging purpose other than the temporary distress natural in such an instance.

...

THE above is printed for the information and advantage of the entire business. It is coupled with the very serious word that the rumor mongers may not get off so lightly in future cases.

...

OUR congratulations to Lee Marcus, newly made vice president of FBO and the same hearty good wishes go to Charles Rosenzweig, now general sales manager with B. B. Kahane, new secretary and treasurer. President Schnitzer has surrounded himself with an able cabinet for his master showman policy.

MARCUS NEW FBO VICE-PRES. ROSENZWEIG TAKES OVER SALES

YOUNG AND COOK OPEN T-S SALES MEET TODAY

CHICAGO—The special sales convention called by Tiffany-Stahl for their Eastern branch and sales managers open here this morning at the Hotel Stephens. President L. A. Young, who came on from Detroit, will make the opening address, on the new plans of the company for sound and synchronized productions for 1929.

Executives who arrived this morn-

(Continued on Page 2)

Sells R-K-O Holdings

Marcus Helman, former President of the Orpheum Circuit, Inc., and later Executive Vice-President of the Keith-Albee-Orpheum Corporation, has disposed of all his holdings in the Radio-Keith-Orpheum Corporation.

2 BIG ELECTRICS JOIN HAYS ASS'N

RCA and W. E. Cast Lot With Banded Producers—Sarnoff—H. Brown—Warners Elected Directors

RCA Photophone, Inc., the subsidiary of the Radio Corporation of America yesterday joined the Motion Picture Producers and Distributors of America, Inc., of which Will H. Hays is President.

John E. Otterson, President of Electrical Research Products, Inc., of the Western Electric Company,

(Continued on Page 2)

Kahane Chosen Treas-Sec'y And Zohbel, Leatherman, Assistant

Scollard-Delehanty Out

At a meeting of the board of directors of FBO Productions, Inc., held yesterday, Lee Marcus was elected vice-president of the company, with headquarters in New York. Charles Rosenzweig was appointed general sales manager, while B. B. Kahane was elected treasurer and secretary, following the voluntary resignations of Clinton J. Scollard and Thomas Delehanty, former treasurer and secretary, respectively. Herman Zohbel was elected assistant treasurer and secretary.

Lee Marcus has been associated

(Continued on Page 2)

DERR IN CHARGE AT PATHE STUDIO

(By Special Correspondent)

HOLLYWOOD—E. B. Derr, right hand man for Joseph P. Kennedy, will be in charge of production activities at the West Coast studios of Pathe.

William Sistrom, studio manager, and Benjamin Glazer in charge of sound, will work under Derr.

\$5,000,000 WESCO LIBEL SUIT AGAINST J. & V. H.

LOS ANGELES—Harold B. Franklin, President of the West Coast Theatres, Inc., and the Pacific Northwest Theatres announced yesterday that a \$5,000,000 libel suit is to be filed against Jensen & Von Herberg Seattle Theatre Interests, charging that Jensen & Von Herberg issued

(Continued on Page 2)

R-K-O 'Broadway' In N. Y. Shuts Door Jan. 2

On Wednesday of New Year week, Keith-Albee's Broadway Theatre, at 41st Street and Broadway, another famous theatrical landmark, "goes dark" forever as a playhouse.

The Broadway Theatre opened on March 3, 1888, with Sardou's "La Tosca", the first American presen-

(Continued on Page 2)

Made in Mankind's Cradle of Romance



Egypt! A great, grim, battle-scarred fortress; hundreds of wild tribesmen; Battalions of British troops, a "Beau Geste" story of a beautiful girl and her lovers.

That's "Tommy Atkins—Fighting Lover"—World Wide Picture—Advt.

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Reg. U. S. Pat. Off.
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London Office and Correspondent: Samuel Harris, "The Cinema", 80-82 Wardour Street, London, W. 1

Canadian Office: Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Canada

This newspaper is dedicated solely to the causes and the purposes of the motion picture industry and all its elements; to the fostering of its ideals; to the furthering of its proper business purposes; to its defense against its enemies without and its enemies within; to the dissemination of information of moment and interest to the industry; to the encouragement of all sincere effort within the business; to the nurturing of a proper and justified respect for the industry and its leadership and to a faithful and continuous service to pictures and picture people and this newspaper seeks to serve no other purposes.

MAIN STREET

by
GORDON TRENT

Gordon White caught a trout last summer in Canada that was so big it was brought in on a flat car and nobody could believe that meticulously veracious man until he proved it. Why do Izaak Waltons and editors always have to prove everything?—and speaking of the gentle fisher folk. P. A. Parsons and Bill Yearsley cast a mean fly and visibly warm to the subject of fishing. Can you imagine either of these three playing ping pong? Wot? Well, neither can I—Taste in dress, dignity sans display, bear an important part in our contract with our business men and social fellows. Our notion of the industry's really best dressed man is one who would possibly be most surprised at our choice. He is a vice president and general counsel of M-G-M—Four men told me yesterday that Clark and McCullough in the Fox Movie-tone mirthful offering "The Diplomats" takes the medal as the funniest offering of the year. Having seen it, I agree with them—Charlie O'Reilly had Ned Hawkins to lunch yesterday which reminded me that Pete Harrison is recovering from injuries received during his Christmas shopping. He was caught between two push carts.—

Laemmle Xmas Parties In "U" Chain Theatres

Carl Laemmle played host to hundreds of thousands of kiddies and poor and lonely people on Christmas Eve. Practically every Universal Chain Theatre throughout the country extended Laemmle's invitation to the poor and lonely on this night to attend their shows gratis. Newspapers joined in the celebration everywhere. Local merchants and organizations contributed gifts. These parties have been the custom of the Universal Chain Theatres each year.

2 Big Electrics Join Hays Ass'n

(Continued from page 1)

was also elected a member.

The two new members were admitted at a special meeting of the board of directors. David Sarnoff, President of RCA Photophone, Inc., was elected to the Board. Changes in the Board were made by the election of Harry M. Warner, representing Warner Bros. Pictures, Inc., and Vitagraph, Inc., and Albert Warner, representing First National Pictures, Inc., also Hiram S. Brown was elected a Director, representing FBO Pictures Corp.

The addition of these leading factors in the sound picture field, RCA Photophone and the Western Electric subsidiary, means that talking pictures will be guided by the same cooperative policies that have accompanied the growth of silent pictures since the formation of the Motion Picture Producers and Distributors of America, Inc.

Mr. Will H. Hays, president of the Association, stated:

"The organized industry is pleased, of course, with the affiliation of these two new and strong units with our Association's efforts. They represent very large interests in the new phases of the motion picture industry, and their ability and constructive advice and cooperation will be most helpful in solving the problems of the industry and in the further development of its largest usefulness."

Marcus New FBO Vice-President

(Continued from page 1)

with FBO since its inception seven years ago. He entered the organization as assistant to the late Harry Berman, general sales manager. Upon Mr. Berman's death, Mr. Marcus became general sales manager and has been serving FBO in that capacity for the last four years.

Charles Rosenzweig is another veteran of the picture business. Mr. Rosenzweig has been in pictures for thirteen years, and like Mr. Marcus, associated with FBO Productions since its inception seven years ago. He was promoted last year to eastern division manager.

B. B. Kahane, newly elected treasurer and secretary of FBO, is also treasurer and secretary of Radio-Keith-Orpheum Corporation as well as Keith-Albee-Orpheum Corporation.

Herman Zohbel, newly elected assistant treasurer and assistant secretary of FBO, has been connected with the United States Leather Company for the last twenty-four years as auditor and assistant comptroller.

MUSSOLINI O.K.'S FIRST FRANCO-ITALIA PROD.

ROME — Premier Mussolini has O.K.'d the first film production to be made by joint Italian-French efforts and in which the Fascist Government is largely interested.

The story is "Renaissance" written by J. J. Frappa and it is a historic story of the Italo-French wars of the Middle Ages. The picture will shortly go into production.

\$5,000,000 Wesco Libel Suit Against J. & V. H.

(Continued from page 1)

statements recently indicating that the Pacific Northwest Theatres, the West Coast Theatres and other affiliated corporations were insolvent.

Franklin pointed out that the owners of the Empress Theatre Company are attempting to force a settlement of an action now pending against the Liberty Theatre, Seattle, for rentals due.

Pacific Northwest Theatres indirectly acquired some of the stock of the Liberty Theatre Company, which was organized by the Jensen & Von Herberg interests. Franklin declared the Liberty Company never was furnished with sufficient assets and that in view of its being a "shell" company an effort is being made to force settlement of the litigation by bringing in the Pacific and West Coast properties, which Franklin declares are in no way interested in the Liberty Theatre Company.

Young and Cook Open T-S Sales Meet Today

(Continued from page 1)

ing from New York were Grant L. Cook, Secretary-Treasurer of the company; Oscar Hanson, General Sales Manager, William Shapiro, of Boston; S. F. Juergens, Comptroller and Al Selig, Advertising and Publicity Manager.

The Western Branch managers will attend the second convention in Hollywood after January 1st, with Mr. Young, Cook, Stahl and Hoffman in charge. Other executives are returning to New York Monday.

R-K-O "BROADWAY" SHUTS DOOR

(Continued from page 1)

tation of that play.

In 1908, B. S. Moss acquired the time-honored Broadway for vaudeville and pictures. In 1927 when the Keith-Albee-Orpheum merger was made the theatre was taken over by Keith-Albee together with other B. S. Moss Theatres in Greater New York.

But the Broadway no longer fulfills the needs and expectations of the 20th Century Public. In its time the Broadway Theatre was among the best of its contemporaries, and made an unsurpassable record in the number and distinction of artists who appeared upon its haloed stage. On Wednesday of next week it "goes dark" forever as a playhouse. It gives way to a new sky-scraper business structure.

Previn Leaves Fox

Charles Previn, musical director of Fox's Brooklyn Theatre resigned his duties with that theatre yesterday and it is understood his successor in that post will be Dr. Klein.

"Abie's" Suit Continues

The Anne Nichols-Universal "Abie's Irish Rose" suit will continue for 4 or 5 days longer before Judge Goddard. Yesterday was taken up with Universal cross-examination of Malvinsky, who testified on Thursday.

'Submarine' in Big

"Submarine," Columbia's first sound special, has been booked by the Midwesco Circuit of Milwaukee, into the Garfield, Oriental, Modjeska and Tower Theatres in Milwaukee; the Jeffris in Janesville; the Retlaw in Fond du Lac; the Majestic in Beloit; the Gateway in Kenosha; the Park in Waukesha; the Wausau in Wausau; the Strand and Colonial in Green Bay, and the Oshkosh in Oshkosh.

"Submarine" in silent form will be shown in Midwesco's Miller, Mirth, Strand, Merrill, Savoy, Tivoli and Plaza in Milwaukee; Strand and Rialto in Marinette and Neenah in Neenah.

MORE MEN HAVE BEEN SCALPED

by the intensity of our modern life than ever were made hairless by the Indian Tomahawks.

But the billiard ball dome is not hopeless now that modern science has found the way to grow hair!

Not every bald head can be helped but nine out of ten can. You can know whether yours can be helped or not before you start!

Write for information appointment, without cost, or telephone to

GRACE GIRARD

One Fifth Avenue, New York
Spring 7000

13 TALKIE AND SUPER-SPECIAL F.N.-VITAPHONES ANNOUNCED

Depinet Lists Two Corinne Griffith Super-Specials

Now that arrangements have been completed whereby First National Pictures, Inc., will have full use of Vitaphone talking and sound synchronization facilities, Ned E. Depinet, general sales manager, announces the list of pictures for coming release, all of which will have dialogue. They will be known as First National-Vitaphone Productions.

The list includes the Corinne Griffith pictures under her new contract, whereby she will make two super-specials a year; also the remaining pictures to be made by the star under her former contract. Coming productions starring Richard Barthelmess and Billie Dove also will be with dialogue.

Pictures being completed for this year's program now definitely set for dialogue are "Weary River" starring Richard Barthelmess; "His Captive Woman" with Milton Sills and Dorothy Mackaill; "Saturday's Children" and "Prisoners" starring Corinne Griffith; "Hot Stuff" starring Alice White; "The House of Horrors," a mystery melodrama; "Two Weeks Off" and "The Girl in the Glass Cage" with Dorothy Mackaill; "Children of the Ritz" with Dorothy Mackaill and Jack Mulhall; "The Man and the Moment" with Billie Dove and Rod LaRocque and "Pat and Mike". A number of productions in this list are completed and others will be ready in time to meet the Winter and Spring release schedule.

The first of the eight sound-proof stages being constructed at the First National Studios in Burbank, is now in use and others are being rushed to completion. In addition to the stages on the First National lot, there are eleven Vitaphone sound-proof stages in California and one in Brooklyn all of which may be used if necessary.

Potsdam Sound Theatre

BERLIN—Germany's first sound-film theatre will be erected in the Spring of 1929 in Potsdam. Herbert Polke, theatre owner is associated with the new venture. The house will be equipped with Tonebild Syndicate apparatus.

BROADWAY CAST IN TALK'PHONE 'BLACKFACE'

The first picture of the Talkaphone Pictures Corp., a company formed to back Johnnie Walker and Howard Rogers in the production of a series of all-talking pictures, will start about January 3, using the DeForrest Phonofilm method and studio.

The picture will be titled "Blackface" which is an original story written by Rogers. Walker will direct with a cast consisting of Phoebe Foster, William Harrigan, Charles Dow Clark, William Frawley and Jack Cherry.

STUDIO GOSSIP

Mary Pickford has started shooting on "Coquette" after rehearsing for three weeks.

Paramount will not renew its option on the services of Phillips Holmes, son of Taylor Holmes.

Raymond Cannon will direct Lois Moran in her next picture for Fox, "Follow My Leader."

Mahlon Hamilton has been signed to play opposite Sophie Tucker in her Vitaphone production, "Honky Tonk."

James Hall, having completed his role in Vilma Banky's picture, may be signed to play opposite her in her next starring vehicle.

George Duryea has been signed by Warner Brothers to play the young love interest in "Honky Tonk," the Sophie Tucker picture.

Lily Damita is being considered for the feminine lead opposite John Gilbert in "Redemption," that is, if M-G-M and Sam Goldwyn can come to an agreement.

Jerry Mandy has the featured role in the new Educational comedy, "All in Fun."

Charles Hill Mailes, Flora Finch, David Mir, Fred Kelsey and Lon Poff joined the cast of Columbia's "The Faker" which is now in its final week of production.

Camilla Horn has been borrowed from U. A. to play the lead in the Fox production of "The Lady From Hell."

Thelma Todd has been signed by First National for a part in "The House of Horrors."

Marceline Day has been added to the cast of Clara Bow's new picture, "The Wild Party."

Universal has built a new studio to house the sets for their talking special, "Broadway."

Frank Relcher, who plays an important role in Pathe's "The Missing Man," has been doubling for that company as director for the dialogue sequences of "Geraldine."

Joyce Compton is still another beautiful girl to be added to the cast of Paramount's "The Wild Party."

Lillian Gish and Max Reinhardt are on their way to the coast to start filming of Miss Gish's next picture.

"Night Stick" 3 Ways

United Artists evidently figure their production of "The Night Stick" in the bag. For this reason they are making it three ways, an all silent and two different recordings on the all-talkie; one on the film and another via the discs.

Some Bridge Player

A Hollywood play and story broker visited one of our foremost producers some time back and offered him "The Bridge of San Luis Rey" for pictures. The producer commented: "Who is dis Louie Ray? He can't be much of a bridge player. I have never heard about him. Anyhow I don't want it, you can't make a good picture out of a book about a card game. Maybe you got something else to sell?"

"The Fog" Gets Started

The first British made picture to be started in Hollywood got under way last week under the direction of Marshall Neilan titled "The Fog" and is being made for the British Dominions Corporation, with Movie-tone. Those in the cast are Mary Brian, John Loder, James Kirkwood, Lloyd Hamilton, Robert Ames and Hallam Cooley.

Cozine P-F-L Stage-Mgr.

Arthur Cozine, location manager for several years past for Paramount's eastern production department, was appointed stage manager of the Long Island studio yesterday by John W. Butler, executive manager of the studio. His new position will include responsibility for set constructions and the movement of units and supervision of all work done on the stages.

First Roy Cohen Done

Al Christie has completed the first all-talking and all-colored Octavus Roy Cohen story, "The Melancholy Dame," for Paramount, which launches the first of these famous fiction tales, filmed with a hot colored jazz band and talked with the true colored dialect as spoken in the original published stories.

Paramore Joins Paramount

Edward Paramore, Jr., author of "The Ballad of Yukon Jake" and the stage play, "Ringside", arrived at the Paramount studio yesterday and was assigned to the writing staff. He will specialize in dialogue films.

Reiser Returns as Strand Conductor

After a four weeks engagement at the Stanley theatre in Utica, as guest conductor, Alois Reiser, conductor of the Mark Strand theatre orchestra is back again at the theatre, this time, the proud possessor of a beautiful silver cup which was presented to him by the members of the orchestra in Utica.

OPINIONS

By W. R. WILKERSON

DIRECTORS

It is our opinion that some of our big producers are going to regret the day that caused them to decide that a good stage director at a salary of \$750 is better suited to their present demands than a good motion picture director whose salary runs from \$1,500 to \$2,500. Our reason being it will take longer to transform a stage director into a maker of good motion pictures than it will be required to perfect the megaphone man of days gone by in the proper direction of dialogue inserted in scripts of all, or part, talking pictures. And the procedure will be considerably more expensive. There is hardly a doubt to this and this conclusion seems to us to be only a matter of common sense. However the stage director is getting the call in several studios, and it will be interesting to see how long this will last.

COOPERATION

We got a great laugh out of a story in a Los Angeles paper recently, reporting the results of a meeting held by the technicians' branch of the Academy of Motion Picture Arts and Sciences regarding the sound situation. The story had a head reading "There will be no more secrecy in sound" and went on to say that the sound problems of one studio will be the problems of another and that whatever progress one technician made in the sound field would be progress for the entire industry. In other words this committee of technicians would report to each other any progress made with the explanation of how it was accomplished, etc., etc.

Applesauce say we. Can you picture, for example Mr. Zilch, head cameraman for this or that star, telling Mr. Doakes, cinematographer for another player, how he was able to light a particular scene so effectively in his last picture, or whether it was back lighting or rays from the front that caused this or that particular player to look so good? If you think so you are crazy. And the secrecy with a motion picture camera is not one, two, three with the screen everyone constructs around any accomplishment in this sound business. That cooperation is a lot of boloney.

FAN MAIL

It has long been our opinion that the cost of fan mail is not worth the expense. Now, two of our big production organizations have arrived at that conclusion. Up to this time, a star or featured player was paid in a lot of cases on the basis of his or her fan mail. This mail coming from only a small percentage of picture patrons and for the most part from kids, who visit the theatre not more than once a week. The cost of handling this mail, with the requested autographed photograph, reached tremendous proportions and after a thorough investigation was found to carry little effect. Accordingly thumbs are down on this expense and the letters that formerly cluttered the mailing department of the studio, will be relegated to the nearest waste basket.

Standing on the threshold of an era that seems destined to eclipse, in accomplishment and progress, the greatest the Motion Picture has known

Educational Pictures

extend their greeting to the exhibitor and to the industry at large.



Educational Pictures



"THE SPICE OF THE PROGRAM"

EDUCATIONAL FILM EXCHANGES, INC.

E. W. HAMMONS - President

Member, Motion Picture Producers and Distributors of America, Inc., Will H. Hays, President

LEVENTH ANNUAL ANNOUNCEMENT NUMBER

DAILY REVIEW

EXHIBITORS

VOL. 24 NO. 149

NEW YORK, SATURDAY, DEC. 29, 1928

FIVE CENTS



"I wanna break records!"

"IT'S A LION!"

Congratulations! Looks like 1929 is another M-G-M Year! 1928 brought "Dancing Daughters", "Show People", "White Shadows", "Excess Baggage", "While the City Sleeps", "Masks of the Devil", "West of Zanzibar" and other M-G-M hits! 1929 brings "The Trail of '98" (Dolores Del Rio), "A Woman of Affairs" (Gilbert-Garbo), "Alias Jimmy Valentine" (Wm. Haines), "The Flying Fleet" (Novarro) and more Big Ones. Stick to Leo of M-G-M and wear diamonds and smiles in the New Year!



RING IN THE NEW!

Metro-Goldwyn-Mayer extends to the entire industry its sincere wishes for a happy 1929



A HAPPY NEW YEAR



SEASONS GREETINGS
from
MALCOM ST. CLAIR

Will Direct Harold Lloyd's New Picture

Sound Market Wide Open For Quality Equipment

DAILY REVIEW

Reg. U. S. Pat. Off.—Formerly Exhibitors Trade Review


Devoted to the fostering and developing of the Motion Picture Industry.

VOL. 24 No. 149

New York, Saturday, December 29, 1928

FIVE CENTS

Wishes and Predictions

By 

Arthur James

This is the season for predictions as well as good wishes and first we extend you the good wishes.

We bespeak the Fates for you, arguing in your behalf a new year full to brimming of successful industry and fruitful endeavor.

We wish for you as much personal happiness as can be crowded into a twelvemonth and this calls for health, for suitable revenues as the reward of effort and, to insure your own happiness, those dear to you must enjoy similar blessings of health and prosperity. Therefore, full heartedly and in the spirit of the day, we wish for you all your happiest year.

In prediction, which is the bounden duty of prophets and executives and the privilege of editors who sit in the watch tower, we assert with the most positive conviction that the year 1929 will be the greatest in point of public patronage in the history of motion pictures. We see on the horizon a farther realignment of companies that produce and companies that carry the show goods to market, with at least three of the organizations rising in the year to positions of importance and trade power that may surprise the trade and delight it as well, because of the growing movement toward sane competition on a basis of entertainment excellence.

Sound will increase in excellence and headway will be made against the disfavor brought about by inferior sound devices and reproductions. The squawkies, the shriekies, and the screamies will be in eclipse before the year has passed away. Silent pictures will regain ground lost temporarily because of their inherent entertainment value and the pictures will have the dual attractions with which to compel the enthusiasms of the great public whose servant the pictures are and by whose favor alone do they thrive.

These predictions are based on a view of present conditions and trends and though we disclaim the gift of prophecy either through inheritance, acquisition or inspiration, we verily believe this forecast summary of the events that are casting their shadows before.

Otterson Finally Sanctions Movietone Interchangeability

Western Electric Agrees to Permit Licensees' Product to Play Other Quality Machines

The question of interchangeability has been settled once and for all. A question that has been causing headaches to everyone in the motion picture business has been clarified in an interview given out by J. E. Otterson, president of the Electrical Research Products, yesterday controlling licenses of the Western Electric and, as such, virtually the first and last word in all sound pictures due to the fact that Western Electric has most of the prominent producers and distributors of motion pictures licensed for their recording.

Otterson says: "We have just reached an understanding with the producers licensed by us that they will play their productions on any equipment which in their judgment gives results of satisfactory quality. If they find or we demonstrate that the quality is not up to the standard then they will cease to serve such equipment."

Suggestion to Exhibitors

"To the exhibitors we say, if you can get an equipment as good as

ours for less money, buy it, but if it is of lower quality, don't buy it at any price. Wait until you can offer your public the best. Our interest is to see you prosper through talking pictures. The success of talking pictures means more to us than the sale or loss of sale of equipment," stated Otterson.

Schenck Celebration

Out Hollywood way they gave Joseph Schenck a bid dinner at the Roosevelt in honor of that well known gentleman's birthday. Among the prominent guests were: Adolph Zukor, Winnie Sheehan, Louis Mayer, Hal Roach, Sam Goldwyn, John Gilbert, Louis Wolheim, Charlie Chaplin, Milton Sills, Douglas Fairbanks and Buster Keaton; Dr. A. H. Giannini, Lou Anger, Joe Topitzky, R. C. Durant; also Nathan Burkan, Kent Parrot, Fred Beetson and Leo Diegel, Bill Mehlhorn and Bobby North.

HAPPIER NEW YEAR, EVERYBODY!

Mark this historic month. Why?

JANUARY 1929

SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
..	..	1	2	3	4	5
6	7	8	9	10	11	12
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Because this month of January, 1929 A.D.

will see the inauguration of

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DAILY REVIEW

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This newspaper is dedicated solely to the causes and the purposes of the motion picture industry and all its elements; to the fostering of its ideals; to the furthering of its proper business purposes; to its defense against its enemies without and its enemies within; to the dissemination of information of moment and interest to the industry; to the encouragement of all sincere effort within the business; to the nurturing of a proper and justified respect for the industry and its leadership and to a faithful and continuous service to pictures and picture people and this newspaper seeks to serve no other purposes.

Talkies Forcing New Prod. Marketing-Exhibiting Methods

Will Not Supplant Speaking Stage Although Spur To Higher Development

By LOUIS B. MAYER
V.P. in Charge of MGM Production.

The year 1928, which has brought to the screen industry some of the greatest and most sensational developments in its entire history, has also left a heritage for 1929, in the shape of many important problems that the united brains of this great industry must grapple with.

Primarily, the talking picture is the cause.

The past year has seen what is almost a revolution in the art of the screen. Stars once silent now must talk; pictures that once appealed to the intelligence through a single sense now reach human consciousness through two instead.

Great sound stages and intricate equipment have been produced and every day new engineering facts are brought to light to better the new drama.

A new and separate art is being formed.

Irrespective of the great engineering task involved, and of the technical problems that will be solved, many of them in the coming year, the screen industry is on the threshold of other problems even more intricate.

NEW PROBLEMS.

Our theatres are rapidly being equipped for the talking picture, and Europe is following suit. We have the problem of different languages to cope with; we have the problem

of keeping the expressionistic art of our silent films and still meeting the inhibitions of the sound stage apparatus in its present form. We have new market developments to consider—new stars to play before the public in many cases, and a new form of entertainment to introduce to audiences.

Will it change the entire structure of screen drama? Some believe it will, others believe not. Some say it is a passing novelty and others that it will supplant even the speaking stage. Who knows?

LEGITIMATE TO REMAIN.

I personally am sure the talking picture will never supplant the speaking stage, for both have their spheres. But it is certain, I think it will work vast and important changes in our productions, our methods of marketing, and our methods of exhibition. Millions are involved, and the importance of every new development must be carefully weighed and examined.

Metro-Goldwyn-Mayer, when the sound picture dawned, did not at once rush in. The organization studied the situation carefully. We employed the greatest engineers and constructed what probably is the most scientifically correct sound equipment in the industry. As our president, Nicholas M. Schenck, announced at the time, we have gone into production of sound only after every possible means to make such productions artistic and entertaining rather than 'merely just sound' of itself, had been employed.

SPUR TO ACHIEVEMENT.

I think that such productions as "Broadway Melody" and "The Trail of Mary Dugan" directed by Bayard Veiller, the stage playwright who created it; of "Hunted," produced by Willard Mack, its author, and others will demonstrate what we mean by

(Continued on Page 10)

NEW YEAR'S OBSERVATIONS

By Gordon Trent

Russian pictures are full of art, swell character actors, great types and more palaces than a plenty but for success in America they are too damned gloomy.

John Foster tells me his New Year's resolution is not to gossip or dish the dirt for a whole year. That's like tying down the safety valve on a steam boiler.

Mussolini will be regarded in America as a great guy just so long as he doesn't get thin skinned about Italian types in American pictures. We have a national aversion to anybody without a sense of humor—our humor.

Canon Chase hasn't been seen in print since his Washington upset when ane persons refuted his hokum propaganda in open meeting. But the Reform Racketeer won't stay dead long. He has to agitate or bust.

A subscription grafting sheet that makes its money by contributed subscriptions at \$10 a year but virtuously declines advertising, had a lousy New Year's greeting in the failure of a clear headed young executive to renew 450 subscriptions to his weekly pamphlet of poison and piffle. This refusal cost the sheet four and a half grand and a headache that may be permanent.

Harry Bowlby of the Lord's Day Alliance will never be known as the Flowing Bowlby unless he grows nice long whiskers. Personally I don't believe he has much to shave.

Lee Ochs would make a swell Santa Claus for the Motion Picture Club next year if he maintains the girth and can master the patter. He could raise the beard if the forest rangers didn't interfere.

Al Lichtman's standing in the club aforementioned is one of affectionate regard and appreciation from the members and that's a lot more in life than many things I can think about.

ON the occasion of the eleventh anniversary of the Exhibitors' Daily Review, I am very glad indeed to join in extending the paper and its management hearty good wishes for the future.

The last eleven years in the motion picture industry have seen progress scarcely comparable in any other activity. To have contributed to that progress has been your privilege.

Our greatest need is the realization that the industry must go forward through the solution of common problems to a mutual, sustained prosperity. Any publication which can convey to its readers the constant need for cooperation of all elements within the industry will have contributed vitally to this end.

WILL H. HAYS.

Merry Xmas and Happy New Year

to all

the little kids and big kids
in our Land of Make Believe
from

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LATEST PRODUCTION

"PORT O' DREAMS"

IN PRODUCTION
"THE HAUNTED LADY"

IN PREPARATION
"KING OF JAZZ"
with Paul Whiteman

ALL FOR UNIVERSAL

Complete Fox Production Plans for 1929 Announced

Fox Film Corporation plans another imposing schedule for 1929, more comprehensive and advanced than that of the past year and rallying still more strongly around a vanguard of talking pictures. Besides Movietone News, which will be progressively expanded until it will have seven issues weekly by the end of the year, Fox is assembling six full length dialogue films which will be presently put in circulation, as forerunners of others to be made at the newly completed Movietone City, first studio specially designed for "speakers."

6 Dialogues

These six trail-blazers are "In Old Arizona," first outdoor talker, directed by Raoul Walsh and Irving Cummings, acted by Edmund Lowe, Warner Baxter and Dorothy Burgess in the leads, and showered with praise already at the advance showings in California; "The Ghost Talks," first Fox comedy feature, with Charles Eaton and Helen Twelvetees under the direction of Lew Seiler; "Hearts in Dixie," with an all negro cast of actors and spiritual singers under the direction of Paul Sloane; "The Valiant," with Paul Muni and Marguerite Churchill in the stage play by Holworthy Hall and Robert Middlemass under the megaphone guidance of William K. Howard; "Speakeasy," with Paul Page and Lola Lane, directed by Ben Stollhoff from the stage play by Edward Knoblock and George Rosener; and "Thru Different Eyes," screen version of a play by Milton Herbert Gropper and Edna Sherry, directed by John Blystone with Sylvia Sidney, Warner Baxter and Mary Duncan.

Among the special productions will be a realistic depiction of Indian life now being done by Robert J. Flaherty, famed for his primitive life films, in Mexico and New Mexico.

Gaynor-Farrell Again

The famous trio of Janet Gaynor, Charles Farrell and Director Frank Borzage will be re-united in their first film together since "Street Angel." The new vehicle will be an adaptation of a story by Tristram Tupper which appeared in the Saturday Evening Post under the title, "Three Episodes in the Life of Timothy Osborn." Miss Gaynor will also be seen in the newly finished "Christina," a Holland idyll directed by William K. Howard. Farrell, in addition to his newly current Borzage production, "The River," with Mary Duncan, will appear again with Miss Duncan in "Our Daily Bread," now being finished by F. W. Murnau, director of "4 Devils" and "Sunrise," for early exhibition.

3 For McLaglan

Still another Fox topnotcher, Victor McLaglan, will add a couple of more portraits soon to his already popular gallery of dynamic, entertaining modern swashbucklers. His new offerings will be "Captain Lash," a stokehole romance just finished by Director John Blystone, and "Strong Boy," in which he plays a baggage-smasher under the tutelage of John Ford. Plans have been broached for McLaglan also to appear in "The Cock-Eyed World," a sequel by Laurence Stallings to "What Price Glory," in which he

will be reunited with Edmund Lowe under the direction of Raoul Walsh.

2 With O'Brien

David Butler, after producing several hits depicting the humors of young America, will strike out in a new vein with "Son of Anak," with George O'Brien and Farrell MacDonald in the screen version of Ben Ames Williams' story. Another O'Brien picture will be James Tinsling's production of "True Heaven," in which his co-featured partner will be Lois Moran, already teamed with him in "Blindfold." Mary Astor will be in Henry Lehrman's "New Year's Eve."

Balance of Program

Other impending Fox features, replete with box-office names and stories, are Madge Bellamy in "Fugitives," directed by William Beaudine from Richard Harding Davis' story, "Exiles," and supported by a cast including Don Terry, Earle Foxe and Arthur Stone; "Red Wine," with June Collyer and Conrad Nagel, directed by Raymond Cannon; "Making the Grade," with Edmund Lowe and Lois Moran, directed by Alfred E. Green from a story of the same name by George Ade; "Scarehead," a newspaper story directed by Fred Newmeyer, with Robert Elliott, Sally Phipps and Frank Albertson; "Trent's Last Case," a Howard Hawks production with Raymond Hatton; "The Veiled Woman," in which Lia Torra, Latin beauty, figures as both authoress and leading woman under the direction of Emmett Flynn; "Big Time," vaudeville picture with Marlan Nixon directed by Howard Hawks; "Girls Gone Wild," with Sue Carol and Nick Stuart under the guidance of Lew Seiler; "Follow My Leader," with Raymond Cannon megaphoning and Lois Moran featured; "Nobody's Children," with Helen Twelvetees and Frank Albertson, directed by Albert Werker; "The Grouch Bag," with Louise Dresser directed by Irving Cummings; "The Lady From Hell," with Camilla Horn under the direction of John Erickson; "Chasing Through Europe," with young Stuart under the direction of David Butler, and "Behind That Curtain," from the mystery story by Earl Derr Biggers.

Among the outstanding productions lined up for Movietone shorts are Clark and McCullough in "In Holland" and "Waltzing Around"; a new Robert Benchley series, of which "Lesson Number One" and "Furnace Trouble" have already been completed; "Forget Me Not," a Marcel Silver production with David Rollins and Nancy Drexel; "Friendship," written and directed by Eugene Walter from his play of the same name, with Robert Edison and Donald Gallagher, and a new picture by Arthur Caesar, who wrote "Napoleon's Barber" and "The Diplomats."

Schnitzer-LeBaron Plan 30 Big Specials for 1929 FBO Program

DOWLING EFFECTS BIG FBO-RUSSIAN DEAL

Ambrose Dowling, General European Sales Manager of FBO, who has returned from an extensive European tour and reports excellent business for his company in Central Europe and the concluding of some very satisfactory deals with the Soviet for FBO product.

Subject to screening, the FBO product will be well represented in Russia and Dowling believes the Russian market will develop prices. He found many new film studios now building in Russia. While he found existing cinemas well kept and clean, there is room for in Russia for cinema development which will be well repaid.

Warner-Vitaphone for Photophone Houses

Vitaphone Pictures, according to George E. Quigley, V. P. of the company, will soon be served to theatres equipped with the new RCA-Photophone disc device, which costs about one-third less than the film equipment, and is intended for smaller houses.

This is the only device Warner Brothers have O.K.'d for Vitaphone discs.

With the purchase of Florenz Ziegfeld's musical success "Rio Rita", Joseph I. Schnitzer, president of FBO Productions inaugurated the commencement of a revolution in the quality of the company's product.

FBO is now in a strategic cinema vantage point as the producing and distributing company for the recently created Radio-Keith-Orpheum Corporation.

Mr. Schnitzer announces that the company has scheduled 30 special productions for the 1929-30 program. To take care of wired houses, houses that are not wired, and the foreign market, sound and silent negatives will be available on each production.

William Le Baron, vice-president of FBO in charge of production, announces that the great program of expansion will be inaugurated with the sound-proofing of the present stages at the FBO Studios in Hollywood. In addition, a new sound-stage will be erected. Construction on this stage will begin as soon as plans and specifications are ratified within the next few days. As equipment for FBO's sound operations, Photophone outfits are enroute from New York for installation at the studio.

To carry out the magnitude of FBO's increased undertakings, a larger producing personnel will be built up, and an array of acting, directorial, writing and technical talent will be assembled to execute the new enterprises.

WALTER CAMP, Pres.

JOHN BOYCE-SMITH, V. Pres.

E. C. JENSON, Sales Manager

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HENRY KING'S

"She Goes to War!"

featuring

Eleanor Boardman, Alma Rubens, John Holland, Al St. John

Adapted by Fred de Gresac from the novel by

RUPERT HUGHES

Scenario by Howard Estabrook

Directed by Henry King

The epic of woman's imperishable part in the Great Conflict.

Produced in association with Victor and Edward Halperin

INSPIRATION PICTURES, INC.

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BEST WISHES OF THE SEASON

FROM



WILLIAM K. HOWARD

Current Production
"THE RIVER PIRATE"

In Production
"CHRISTINA"

FOR FOX

LAEMMLE SEES GREATER PROMISE FOR 1929

Better Talkies, Fuller Entertainment,—Scope Of Industry Widened

By CARL LAEMMLE

President Universal Pictures Corp.

The question of Sound and Talking Pictures will continue to drown out all lesser problems in the motion picture industry for many months to come. Just what the ultimate outcome will be as regards Talking Pictures is hard to say yet. Certainly, it would be a brash man who would state, in the light of present developments, that dialogue in pictures has no future. Yet, that future is still hazy.

REBIRTH OF AMUSEMENT.

The overwhelming swing of the public fancy to Talking Pictures is a Voice no showman can fail to heed. I am convinced that the public reaction is based on something far deeper than mere novelty. It is based on the warmth, the personality, the human quality which voice gives to motion pictures. This being so, we must accept the birth of a new amusement medium, for the talking picture in its ultimate construction will be far different from a screened stage play, or a present day motion picture with in-

jected lines.

THEATRES FINAL ARBITERS.

Of course, there will continue to be silent pictures—as long as there are motion picture theatres unequipped for sound films. Many theatres are being equipped monthly. Eventually all will be able to get equipment if they desire it. Whether they will desire it, in the final analysis will depend upon the advancement of the art of talking pictures during the next year or so. The technique of conceiving and making talking pictures is making rapid strides, but there is much distance yet to be covered before the talking picture arrives at the same state of technical perfection that the current silent picture has reached.

No industry ever faced such a complete change-over as has faced the motion picture industry during the last six months or more. "Give us Talking Pictures!" was the public's demand. That demand had to be met quickly.

The extent to which the various companies have met this demand is a remarkable tribute to enterprise.

There is no parallel in the entire history of industry. It is even more remarkable than the change-over of industrial plants into munition plants in war-time. And the change-over is far from completion. Certainly the first half of 1929, perhaps the entire year, will be a continuation of the hectic present.

The Voice of the Screen! It resounds from Broadway to Hollywood, but out of the babel of voices and opinions there rapidly is arising order and harmony. The elusive elements that make for good continuity and good theatre in talking pictures rapidly are taking form.

GOOD STORIES NEEDED.

The effect of this situation at present, is a growing necessity for the selection of stories that will make good silent pictures while at the same time being suitable for sound and dialogue treatment, since most talking pictures, for many months to come, also will be made in silent form as well. Thus, the stories must continue to be filled with action and other qualities demanded by the silent screen, so that they will offer first-rate entertainment, even when

lacking their dialogue sequences. The selection of stories is becoming increasingly difficult, for this reason.

UNWORRIED ABOUT STARS.

There are other conjugate problems, such as the availability of present day motion picture stars for talking pictures. There is much being said on this subject these days. I, for one, am not taking it very seriously. With the exception of a few stars whose foreign accent might limit them to foreign roles, the average screen player's voice should register fair enough. I've heard some which register better than the voices of trained stage stars. At least they seemed more natural, and that is by far more preferable than vibrancy, or nuance or the other much mooted voice qualities.

Whatever the minor problems and the day to day obstacles, the motion picture industry will go on. Talking pictures make for better, fuller entertainment. The scope and possibilities of the industry are widened. 1929 enters with greater promise than any year in the history of the screen.

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—New York Times

PAUL SCOFIELD

EXTENDS

SEASONS

GREETINGS

At present writing original screen story
"THE KING OF JAZZ"
which will star
PAUL WHITEMAN
and his band for
UNIVERSAL

Mal St. Clair Lands Rich Plum For 1929 -- Will Direct Lloyd-Paramount Prod.

Malcolm St. Clair, in New York for the Christmas holidays, left yesterday for Hollywood to assume direction of the next Harold Lloyd picture, as yet untitled. It will go into production almost immediately on St. Clair's arrival and will be made first as a silent picture with dialogue inserted after screening the finished product provided there is a place and a need for it, otherwise it will be released as an "old fashioned movie" with a musical synchronization and sound effects.

This will be the first picture St. Clair has done on other than a Paramount contract since he quit the two reelers a few years ago and went in for features. With the Paramount idea of stage directors for talking pictures and the resultant saving in salaries, they did not take up St. Clair's option a few weeks ago. As soon as this became known most every big producing organization put in a bid for his services with the result that he has grabbed the prize plum of the year in the Lloyd picture.

TERRA FILMS MAY AMALGAMATE WITH UFA

By Dr. R. OTTO

(Special to Exhibitors Daily Review)

BERLIN — The Ufa stockholders meeting was a very quiet affair and the director's report and balance sheets were approved without much discussion.

It was noticed, however, that the representative of the great dye concern L. G. Farbenindustrie, Herr G. Lederer, who is also Vice-Pres., of the Terra Film Company, was elected a member of the Ufa board.

The Terra Company under Herr Morowsky's able direction, one of the most thriving Berlin producers, has been working with the capital of the radical publishing concern Ullstein.

It is now reported that the Ullstein's are withdrawing their capital from the Terra Company and that the latter, owning only one theatre in Berlin, may be desirous of getting access to the Ufa Theatres and may amalgamate with UFA.

Talkies Forcing New Prod. Marketing Methods

(Continued from page 4)

intelligent handling of the sound problem. In the coming year the different studios will all produce many great sound pictures—the best that the brains at their disposal can conceive and execute.

We all have problems—yes, But I am sure that the spirit in which the whole industry is approaching them means that these problems will only spur us on to greater achievement, and a higher development of the great art to which all our efforts are dedicated.

Vitaphone--Past And Future

H. M. Warner, president of Warner Bros, foresees 1929 as a no less important year for Vitaphone talking pictures than 1928 has been. The advance, he believes, will come from three directions—first, through further technical improvement; second, through fuller understanding of Vitaphone as a dramatic medium and third, through the addition of new personalities to the roster of picture stars.

"It is almost inconceivable what strides Vitaphone has accomplished during the past year," says Mr. Warner. "Its improvements show more advancement than has been wrought in pictures during the two decades preceding it. I don't think it is unwarranted to say that 1929 will take credit for equally amazing attainments."

TECHNICALITIES OVERCOME.

"Let us first glance back at the technical improvements realized during the past twelve months. Vitaphone is no longer subject to the limitations that confronted it during its experimental stages. For instance, exterior shots can now be filmed with clarity that was once only possible within the sound proof studio walls. Out-of-door Vitaphone sequences are part of Monte Blue's first all-talking picture, 'Conquest,' and have been worked out even more completely in his coming vehicle, 'From Headquarters'."

ROVING CAMERAS.

"No longer does the camera have to remain stationary during the taking of Vitaphone scenes. Al Jolson's picture, 'The Singing Fool,' for instance, illustrates how perfectly we have mastered the moving camera and the moving microphone, which have added immeasurably to dramatic realism. Other technical intricacies have been worked out satisfactorily until today any scene which formerly could be shot by a camera at all can be accomplished now with its incidental sound recorded on the Vitaphone."

STUDIO FORCES EDUCATED.

"The second improvement to be noted in 1929 will be a reflection of the familiarity which our directors and studio force have acquired with the new medium. Vitaphone no longer seems a strange instrument for us to work with. Through our pioneering we have learned how to use it to the best advantage, we know how to get the maximum effect through it, we understand what

is proper dialogue and what is not.

"Review for a moment what we have actually effected during 1928. Within that year we exhibited the first picture with dialogue—Dolores Costello in 'Tenderloin'; the first picture with dialogue in its dramatic climaxes—'The Lion and the Mouse'; the first all-talking picture—'Lights of New York'; the first picture to eliminate every subtitle—'The Terror'. We have clarified to exhibitors the public's stand in regard to Vitaphone by making the biggest box-office draw ever filmed—proved so by actual receipts—Al Jolson in 'The Singing Fool'. We have made the first Vitaphone spectacle—'Noah's Ark' and the first Vitaphone operetta—'The Desert Song'. Warner Bros. have a high mark to shoot for to accomplish as much next year but I do not doubt for a minute that it will be done."

NEW PERSONALITIES COMING.

"Great personalities new to the screen are something else that may be expected from Vitaphone during 1929. In 1928 we presented to the motion picture public for the first time Fannie Brice. In 1927 it was Al Jolson. Sophie Tucker and Ted Lewis will be among those whose debuts will be sponsored in the future. We will also present film favorites in their first speaking roles—Thomas Meighan, for instance, and George Arliss. Then there will be new stars developed directly by Vitaphone as David Lee, the remarkable youngster in 'The Singing Fool' who has come into such pronounced popular favor that we have decided to star him."

VITAPHONE WILL IMPROVE.

"And let me reiterate again what I have said often before. Vitaphone pictures will continue to improve the quality of silent pictures. Producers are now exercising infinitely more care in the selection of stories than they did in the days when the screen was silent. More care too goes into their filming, their editing and their cutting."

"Just as Warner Bros. have taken in bigger grosses with their Vitaphone productions than have been realized by any other company, so have their silent pictures been more profitable. Vitaphone has been, and will continue to be in 1929, a boon to all exhibitors whether their policy is a Vitaphone policy or a silent one."

Valli-Glass Cast

Virginia Valli and Gaston Glass have been signed for the leads in Columbia's latest production, "Behind Closed Doors," a mystery drama which pictures political intrigues in a fictitious country, and then moves swiftly to an American setting.

McDermott Ill on Coast

HOLLYWOOD — Marc McDermott, veteran screen actor was reported critically ill in a Glendale, Cal., hospital. He was said to be suffering from a stomach and liver disorder.

WORLD WIDE GREETING LAUNCHES NEW YEAR

International Group of
Foreign Productions
Ready Jan. 15

By J. D. WILLIAMS
Executive V. P. World Wide Pictures

The anniversary of any member of the industry is an occasion for congratulations. Anniversaries suggest that in a field of keen competition the celebrant has contributed a measure to the general welfare of the industry else there would be no anniversary.

So World Wide Pictures, about to enter the field on January 15th and contribute its part to the success of American exhibitors by giving them a new line of imported product, felicitates the Daily Review on rounding out a healthy period through sheer merit and fair play to all.

More power to you in 1929, and about this time next year you can come around and congratulate us—we will be open for it.

BERN RETURNS TO W. C. 'NOISY NEIGHBORS' NEXT

Paul Bern, Pathe producer, who has spent the past two weeks in New York surveying the local book and play markets, left Thursday on the Wolverine for the West Coast where he will immediately assume charge of the production of Pathe's second all-dialogue picture, "Listen Baby!" adapted from the story of the same name by Elsie Janis and Gene Markey.

Bern's first picture for Pathe is a screen adaptation of Booth Tarkington's popular story "Geraldine." This picture, in both silent and in sound editions with dialogue sequences, will be released on January 16th. His second, "Noisy Neighbors," will be released on January 27th, both in sound and silent versions.

What A Cast—

M-G-M have certainly gone the limit in casting "Our Modern Maidens" the sequel to "Our Dancing Daughters". Have a look at those assigned so far. Joan Crawford, Anita Page, Rod LaRocque, Josephine Dunn, Edward Nugent, Albert Gran and Douglas Fairbanks, Jr. It is a story by Josephine Lovett, who was responsible for "Dancing Daughters" and will be directed by Jack Conway.

Seasons Greetings

From

WILLIAM K. HOWARD
EDDIE CLINE
LEWIS MILESTONE
HOWARD HIGGINS
CLARA BERANGER
F. HUGH HERBERT
RICHARD ARLEN
NEIL HAMILTON
NORMAN KEERY
MELLVILLE BROWN
F. RICHARD JONES
EDWARD SUTHERLAND
RICHARD WALLACE
JOHN FARROW

ERNEST PASCAL
WALLACE SMITH
RUTH CHATTERTON
LILA LEE
OWEN MOORE
NICHOLAS SOUSSANIN
WILLIAM DEMILLE
RUPERT JULIAN
ALFRED GREEN
JULES FURTHMAN
FRANK BUTLER
RALPH FORBES
LAWRENCE GREY
RUSSELL SIMPSON

MYRON SELZNICK

Taft Building
HOLLYWOOD, CALIF.

Sonora

CLEAR AS A BELL

Interchangeability Clarified !

From A Statement By
J. E. OTTERSON
Pres. Electrical Research Prod.

"We have just reached an understanding with the producers licensed by us that they will play their productions on any equipment which in their judgment, gives results of satisfactory quality. If they find, or we demonstrate, that the quality is not up to the standard then they will cease to serve such equipment. To the exhibitors we say:

" 'If you can get an equipment as good as ours for less money, buy it but if it is of lower quality don't buy it at any price. Wait until you can offer your public the best. Our interest is to see you prosperous through talking pictures. The success of talking pictures means more to us than the sale or loss of a sale of equipment'."

WE point with pride to the satisfaction of exhibitors who have played Metro-Goldwyn-Mayer, Paramount, First National and United Artists pictures on the Sonora-Bristolphone reproducing system.

With the deepest appreciation of the splendid support which greeted the advent of this instrument in the theatres, we extend our wishes for a bright and prosperous New Year to all members of the industry.

Bristolphone

